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JULY 1950


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Connecticut INDUSTRY

MANUFACTURERS' ASSOCIATION OF CONNECTICUT, INC.

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L. M. BINGHAM, *Editor*

IN THIS ISSUE

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It Can Be Done By You

By L. B. SEAVER, *Plant Manager*, Belding-Heminway Company, Putnam*

WE are all aware of the radical change in mass thinking in these United States the last twenty-five years, which is reflected in increased power in our centralized government and a definite socialistic trend. We are being more and more administered to by a group of master planners in Washington. The radicals are riding "high, wide and handsome", whereas the conservatives are idly watching the parade go by and taking no positive action.

The so-called conservatives consist mostly of little and big business men, lawyers, doctors, other professional groups, farmers, and skilled artisans. They are mainly the so-called "middle class".

The radicals consist generally of the unskilled workers—factory workers, sales clerks, miners, mechanics, the ultra intelligentsia, and young, inexperienced college graduates.

The conservatives follow the so-called "Puritan" or Yankee traditions, such as limited balanced government, hard work, thrift, individualism, and honesty, which resulted in progress and healthy growth of our country, measured by the overall prosperity and industrial magnitude our country achieved over a period of 150 years. Even today, the radical elements will admit our traditional system of limited conservative government fostered this amazing growth in the development of our natural resources and industrial expansion. The end result is that we built up a higher standard of living and did more good for a greater proportion of our population than any country in the world.

This shift to the left in mass thinking has been a natural sequence, due, in part, to old world influences fostered by our own minority groups who believe in centralized government control and regimentation. The unions also have capitalized on this under the guise of liberalism. The conservative group itself has also encouraged this radical element to a considerable degree, due to its smugness, obstructionist tactics and resistance to all proposals of reform, that changing circumstances render periodically essential. This is notably evident in their failure to offer an attractive alternate to the social program of the New Deal. They did not recognize the underlying reasons that called these programs into being.

Another reason for the growth of radicalism is the conservative business man's smug attitude towards the intellectuals and higher education. He has been too concerned with the "know how" and too little concerned with the "know why". He has had too little time for politics, except in cases where it directly affected his particular business economically. His attitude has too often been " agin government".

In one sense, conservatism has been an attitude of anti-radicalism, a school of thought and action that looks to its defenses only when reformers have started shooting. Facts and experience have been too greatly emphasized with utter disregard to theory and ideas.

If the conservative group expects to turn aside the radicals from their present path leading to the socialistic state, they must adopt a more humanitarian approach to political and social problems. If we continue to accept the attitude of "let the government do it", it will surely lead to the downfall of the American way of life. Positive action by the conservatives is needed. They must formulate policies that are tempered to the times and not merely be against all policies initiated by the radicals.

Our young people of today are certainly more educated, just as intelligent, and as well endowed with brains as the young people of two or three generations ago. They are not to be censored for having radical ideas and theories. They have been brought up to expect as inherent rights the many social benefits unheard of a generation or two ago. It is a direct responsibility of every solid American father and mother to teach the younger generation the true values of life based on social and political freedom, individual initiative, hard work, piety and honesty.

This home influence is a "must" and a first step. The second is more knowledge by the conservative group of what our schools and colleges are teaching this younger generation. This can be best accomplished by local school board activity and visitation to the colleges—familiarity with the curriculum. More emphasis should be put on American history, tradition, the biographies of great Americans, in political, economic and social fields.

And finally, the conservatives, who have been generally the most successful of all groups, owe it to their country, under whose system they prospered, to take positive action to preserve this system rather than complain and do nothing, and pessimistically be against all new legislation emanating from the radical group.

It cannot be done by the other fellow, but it can be done by you.

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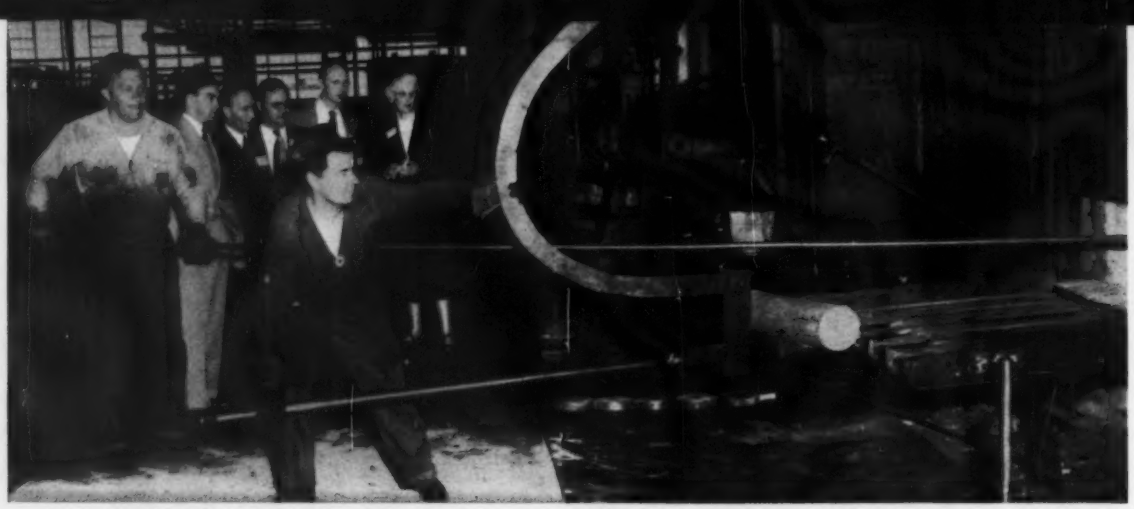
* *This is the sixteenth in a series of guest editorials by Association officers and directors. Mr. Seaver began his four year term as a director January 1, 1950.*



NAPOLEON LACASSE is shown extracting a red hot brass billet from a furnace at the Bristol Brass Corp., Bristol.

B-I-E Day Celebrations

In Bristol, Meriden and Wallingford

THIS is the third article descriptive of the overall Business-Industry-Education Day programs which have been held in Connecticut since October 1949, which *Connecticut Industry* has featured to make a permanent record of these history-making events and to provide other communities with guidance and inspiration to conduct similar educational programs.

NEARLY 800 more teachers, school employees and members of school boards from Bristol, Meriden and Wallingford were added on May 10 and 17 to the growing list of some 3,800 educators in New Britain, the greater New Haven and Hartford areas who have had the opportunity of seeing, during the 1949-50 school year, the industries and many other businesses in their respective communities in operation. The present total of educators who have become acquainted with industry and business by viewing it first hand and by hearing the facts about its operations in producing and selling its products, its financial and employee policies, and its contribution to the community, approximates 4,600—nearly 40% of the teaching staff of the state. Never before in Connecticut has there been such a mass educational effort to inform educators about the operation of our American economy as it functions at the community level.

Judging from the enthusiastic response of school teachers, school authorities and industrial and business leaders to the Business-Industry-Education Days held during the past school year, this new program of education has merely started to produce dividends of understanding and appreciation of our industrial and business economy, for in every community where such programs have been held there have been demands for a continuation of them. In most communities plans are already being made to hold similar programs next year and also to invite business men and women to take the "day off" to get acquainted with the operation of their local school system. Many other communities such as Manchester, Norwich, Middletown and Danbury are also planning to hold B-I-E Days during the coming school year. It is the hope of the National Association of Manufacturers, who introduced the B-I-E Day program to Connecticut, and the Manufacturers Association of Connecticut, who encouraged its acceptance by all industrial communities, that within the next year every industrial community in the state will have staged a B-I-E Day program. Not until all teachers in the state are thoroughly conversant with the vocational opportunities existing in their respective localities and in nearby areas, will our youth enjoy the guidance toward their life work to which they are entitled. And not until our teachers are thoroughly acquainted with the reasons for the great industrial progress made in Connecticut and in this country, will the present gene-

VISITING TEACHERS watch the operation of a Warner & Swasey turret lathe turning out chucks for automatic machines at The E. Ingraham Company, Bristol.

ration of businessmen have discharged their obligation to pass on to coming generations a tested formula for maintaining freedom of the individual while enjoying progress.

The Bristol Program

While school pupils in Bristol took a holiday on Wednesday, May 10, some 325 teachers, other school employees and members of the Board of Education had their first experience in a new type of school which acquainted them with industrial operations in Bristol plants as follows: Associated Spring Corporation, Bristol Brass Corporation, New Departure Division of General Motors Corp., Horton Mfg. Co. and the E. Ingraham Co.

Split into five groups, the school personnel were met at 8:45 A. M. at their respective schools, each group being taken to the plant it was scheduled to visit. Although at least one group saw a motion picture dealing with quality control prior to the start of its plant tour, most groups began their plant tours around 9:00 A. M. under the leadership of one well-informed guide to every five visitors. For the two to two and one-half hours the school visitors were given a rather complete orientation in the most important industrial processes in each of the plants, both by means of explanation by the guides enroute and by answers given by guides to many questions asked.

Product displays were shown to the visitors during a rest period between 11:30 A. M. and 12:15. Afterwards the guests of each company were given a luncheon at a restaurant or clubhouse in the vicinity. These luncheons were served for the Bristol Brass guests at Bill Tasillo's Supper Club; New Departure guests at the Endee Club; Associated Spring guests at Barco Hall; The E. Ingraham Company and Horton Mfg. Co. guests at Chippannee Country Club.

THE PRINCIPLES INVOLVED in the manufacture of golf clubs are demonstrated by Morton C. Treadway, Jr., Personnel manager of The Horton Mfg. Co., Bristol.

Following the luncheons, guests listened to brief talks by several executives in each company, during which they were given the highlights of company history, and the stories of how each company financed its operations, produced and sold its products, how they sought to meet the many business problems and what their tax and other contributions were to the community. Since space will not permit the listing of all company executives who addressed the several groups, we list only the top executive speaker from each company as follows: Roger E. Gay, president, Bristol Brass Corporation; Edward Ingraham, president, The E. Ingraham Co.; Fuller Barnes, president, Associated Spring Corporation; Graham Treadway, president, Horton Mfg. Co.; and Edward Rollert, administrative assistant to general manager of New Departure Division of General Motors. After a question and answer discussion period, the meetings were adjourned around 3:00 P. M.

Sequel

Although guides and observers noted the high praise of the educational value of the B-I-E Day program freely given by teachers during their morning tours, the highlight comment came in the form of a letter from C. Victor Johnson, president, Bristol Education Association, printed in the Bristol Press on May 11, as follows:

A SCHOOL EMPLOYEE assembles hair springs at Manross Division, Associated Spring Corporation, Bristol.

PAROCHIAL SCHOOL nuns watch visual inspection of bearings at New Departure Division of General Motors Corp., Bristol.

A CORDIAL WELCOME sign greets teachers as they arrive at the New Departure Division of General Motors Corporation in Meriden.

JOHN SMITH demonstrates the operation of a press at Plant L of The International Silver Company, Meriden.

"May I take this means of expressing publicly the appreciation of the teachers of Bristol to the management and personnel of the five manufacturing plants who extended their hospitality Wednesday, May 10, on the initial Business - Industry - Education Day.

"That the day proved profitable and pleasant to all of us is our unanimous sentiment. From this experience, all have gained a better understanding and appreciation of the technical processes involved as well as some of the problems of a modern industrial concern.

"It was my own personal feeling, and this has been confirmed by the many teachers who have expressed their reaction to me, that the plants visited went 'all out' in their efforts to bring us as nearly as possible a true picture of what constitutes a normal, working day. It was not a special, dress-up performance.

"The worker at his bench was ever willing to explain the particular operation he was performing and so added to our pleasure and understanding.

"Above all, the many guides should receive a special thanks for their work in answering our many questions and helping us to achieve a coordination of the individual operations into an overall picture.

"I sincerely hope that we in education can reciprocate and that you folks in industry will in turn visit the schools to see the program of teaching as it is carried on in a regular day. Many of the pupils will in a few years be coming into your organizations as employees. It is of vital importance that industry and education have a mutual understanding of each other's aims and methods.

"With such cooperation and understanding can the world's best raw material—our boys and girls—be most efficiently and satisfactorily processed.

"Thank you again, all who took part in any way, for a most pleasant and instructive day."

Karl A. Reiche, secretary of the Department of Education and Superintendent of Bristol Schools, had this to say, in part, in a letter written to Roger E. Gay on May 11, 1950:

"B-I-E Day was certainly a real success and the many employees of the Board of Education with whom I have chatted have all been most enthusiastic about the visit.

"I think our teachers as a group had very little idea of what goes on daily

HERE IS A VIEW of the many products of the Meriden Foundry Company, J. B. Coggins Manufacturing Company and Goodman Brothers, which were on display at the foundry. Norman J. Stringer, head of the foundry, center, is shown in the midst of an interesting lecture concerning the products.

in Bristol's Industry. They had very little conception of all the many pieces of machinery, separate operations and particularly the skill of operators that are required to make brass goods, springs, clocks, sporting equipment and ball bearings. . . .

"Then, on Tuesday, the 23rd, you are cordially invited to join us at 2:30 P. M., D.S.T., in the Senior High School Library. We will also welcome any other associates of your organization you would care to have join us. The principals will meet with you and we want to discuss the entire program: what were the things that were particularly worthwhile, how can both the School Department and Industry improve on this type of program another year, and finally, what can both Industry and Education do to promulgate, particularly in our field of Education, a broader and happier understanding of the relationship of these two factors in the daily life of Bristol."

Numerous other letters expressing high praise of the program have also been received from other educators. Every manufacturing executive from participating companies has also expressed his enthusiasm about the program and the benefits gained by both teachers and management through the plant visits. Roger Gay, Chairman of the B-I-E- Day Committee, commented that the group of participating companies want to see the program a continuing one so that eventually, by rotating the visits among the various plants, all teachers will have an opportunity to visit all plants. Plans are understood to be in the preliminary stages for a visit to the schools by business men and for next year's plant visitation.

Meriden-Wallingford Celebration

Except for variations in the number of pupils who enjoyed a holiday, the number of teachers and industries who participated, and the quite normal differences in the educational programs at the various plants, the Meriden-Wallingford B-I-E Day program, staged on May 17, was similar to the one held in Bristol on May 10 and those held in New Haven and Hartford in April and in New Britain October 5, 1949.

Months of preparation were required by three committees named by the sponsors—the Meriden Manufacturers Association and the Meriden and Wallingford Chambers of Commerce—to

(Continued on page 28)

VISITORS OBSERVE operation of giant brake press at The Miller Company, Meriden.

THIS DISPLAY of hand die cutting equipment at R. Wallace and Sons Mfg. Co., Wallingford, is interesting to these teachers as they examine the tools of this intricate craft.

THIS GROUP, under the guidance of David B. Ford, plant safety engineer, studies a complex instrument panel at the American Cyanamid plant in Wallingford.

Robertson Paper Box Company
REACHES CENTURY MARK

By WILLIAM A. GARRETT, *Staff Writer*, Hartford Times

THIS article, published in the Hartford Times, May 9, 1950, is one of an intermittent series telling of the development and contributions of Connecticut industries which have been published in *Connecticut Industry* during the past 16 years. Ralph A. Powers, president of the company, is a member of the Association's Board of Directors.

SPELL OXOBOXO backwards and you're right back where you started.

Turn back the pages of the Robertson Paper Box Company—which has been on the Oxoboxo River (from the Indian "Oxobosket") for 100 years—and you get the same result.

It is a notably progressive concern, but Robertson is practically where it started in 1850—on the banks of the only stream in America, once dotted with sawmills, whose name looks and sounds the same going or coming.

History doesn't give the exact date of Robertson's founding and there isn't a living soul old enough to remember what it was.

Whatever the date, however, the company will have "some kind of celebration" this year, probably at the traditional summer outing of its 200 employees, according to Ralph Averill Powers, president.

"We've been giving much thought to a celebration," Mr. Powers told us. "It won't be anything extensive, but we do want to celebrate."

The sturdy enterprise has reason to celebrate, too.

Although small, as manufactories go, it has become a leading producer of folding paper boxes—the "packaging" which, designed to catch the eye as well as shield what's inside, has become so important an aid to modern selling.

Robertson makes cartons by the tens of millions a year for manufacturers of such diverse merchandise as blankets, sheets, wearing apparel, footwear, hardware, candy, cosmetics, toys and facial tissues.

Mr. Powers, whose father, Llewellyn Powers, was governor of Maine in 1896-1900, anticipates that Robertson will "continue its slow steady growth."

That's the way the company always has measured its progress, from the time it was established by John W. Smith in a little wooden mill beside the Oxoboxo, a tributary of the Thames. That's the way it probably always will do it.

There's little of the spectacular about Robertson, but it does keep advancing.

In a recent national competition, Robertson received the first award for "an important contribution to the advancement of the folding carton industry" from the Folding Paper Box Association of America.

That was for a blanket carton which it designed and makes for the Pepperell Manufacturing Company.

It produces boxes for a number of Connecticut firms, including G. F. Heublein and Brothers, Inc. of Hartford, Sanitary Paper Mill Inc. of East Hartford and the Seamless Rubber Company of New Haven.

(Continued on page 33)

THE PEPPERELL CARTON, which won Robertson Paper Box Company first national award, is being held by Miss Wilma M. Renzoni. In the cabinet are other Robertson-made boxes.

RAW MATERIAL used in making boxes is literally beat to a pulp in this vat.

PRESSMAN Louis J. Manville watches paperboard sheets as they are fed through long printing press.

PUBLICITY:

Sales Tool or Wandering Minstrel?

By CARLTON C. PORTER, *Executive Vice-President*, Harry W. Smith, Inc., New York City

Management readers who are genuinely concerned about using every "selling tool in the kit" to operate their business profitably in today's "buyers' market," should find this article helpful. Written by Mr. Porter at the request of your editor, it points out how educational publicity, skillfully developed and aimed at a specific target, can bring sales, as proved by the results obtained by the Smith Corporation for a number of its industrial clients.

MOST sales and advertising executives are aware of product publicity in trade and technical publications as a desirable means of getting their story before their prospects. Ordinarily, the awareness remains vague until an editor asks for an article. Then the executive either works nights, or beats on doors looking for a man who has the technical knowledge, the writing ability and the time to prepare the piece.

CARLTON C. PORTER

Somewhat greater familiarity with the benefits of publicity exists in companies which send out new-product announcements on a routine basis. But, measured by recent developments in programmed, purposeful publicity as an arm of the sales team, it seems likely that the industrial company which confines itself to new-product releases may be driving a car that's firing on only one cylinder.

Given an internal or external team of bona fide engineers who know the product technology or can extract it from plant and lab men with a minimum of commotion; who can write; and who make it their business to have helpful, repetitive contact with the editors, it can be demonstrated that a continuing publicity program becomes a controllable and potent right arm supporting the established channels of direct selling, space advertising, direct mail, external house organs and trade shows.

May we emphasize here that this force we're discussing is publicity about products and processes, addressed to their users and prospective users—only. It is a shirtsleeved relative of public relations, but it makes no move in the direction of employee relations; it does not invade the Congressional committee room; it does not content itself with mere miles of newspaper clippings; only as a byproduct does it even land the company president's portrait in the consumer magazines.

It is, however, attaining the following obectives for industrial concerns which program it:

1. Teaching product technology.
2. Teaching better maintenance techniques.
3. Enlisting dealers, and teaching present dealers to sell.
4. Suggesting new uses for standard materials.
5. Uncovering and exploring new markets to which space budgets cannot stretch.
6. Familiarizing design engineers with the properties of materials.
7. Developing valid inquiries at low cost.
8. Announcing new products, materials, processes.
9. Promoting distribution of literature.
10. Promoting attendance at trade shows.
11. Developing (with bylines) the industry prestige of a company engineer, researcher or sales engineer.
12. Teaching improved purchasing practices.

(Continued on page 29)

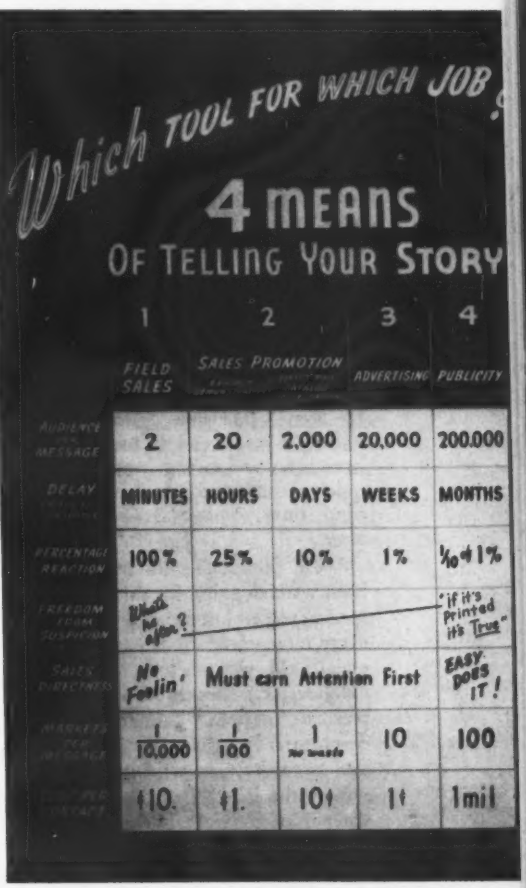


Figure I

LETTERS FROM ASIA

By a Connecticut man whose identity must remain anonymous for the present.

Editor's Note: **Because the following excerpts from letters written to the editor on December 11, 1949 and April 28, 1950, are so revealing of conditions in China and elsewhere in Asia, and contain some thought-provoking suggestions as to the role America should play in order to have a chance to win the "cold war," *Connecticut Industry* reproduces them for its readers. The writer, because of his present connections, must remain anonymous as a protective measure. However, if any reader of these letters desires to despatch a message to the writer, it will be forwarded by *Connecticut Industry* to his last address "somewhere in Asia."**

Letter of December 11, 1949

I LEFT Shanghai on January 19, 1949 and went to Peiping. I never did get back to Shanghai. My mail accumulated there for ten months. Among my several letters was one from you which I never saw. When the boys who had been awaiting me in Shanghai finally got out in September they had a hell of a time with the Commies who were particularly difficult about any documents or written material in the possession of the "American Imperialists." To keep my mail out of the hands of the Communists the boys had to destroy it.

All during the Fall of 1948 the Kuomintang officials were making desperate efforts to steal everything of value in China with a view to liquidating and converting it into U. S. dollars in their private bank accounts in the States. As a matter of fact the war has been merely a stalling for time on the part of the top Kuomintang officials for some time now. They long ago knew the war was lost and since then have been prolonging it as a source of quick income and as a means of winning time to convert and transfer assets.

Well, the U. S. millions that I had been watchdogging for three years was a nice piece. I successfully countered every move those crooks made. By the end of the year they were desperate. On January 5 they threw us out on the pretext of necessary curtailment of staff despite the fact that the whole foreign staff were down in writing offering to stay on the job through June 30 without pay or compensation of any kind. On the fifth we got notice to turn over to the Chinese management on the sixth and quit the premises forthwith.

As late as October 1947 I had had word through the Communist underground that the Communists planned to continue and expand my program when they took over. In fact at that time they were offering us $10,000 payable in the United States in advance, plus all living expenses in China, for every man I would send into their territory. I note this as being of historical importance because it shows that up to that time the Chinese Communist Party was independent of Moscow and anticipated collaboration with the Western Powers when and if they took over China.

It was to recheck these facts that I went to Peiping in January, 1949.

Sometime between these two dates the Russians took over! ! !

I believe this happened sometime in the Winter of 1947-1948.

After Wedemeyer's second visit to China, the U. S. government gave quite a good deal of additional military aid to the Nationalists. This was mostly in the way of ammunition, training of Chinese troops, aircraft, field artillery, and the like.

No amount of indirect military aid would have been properly used by the Kuomintang. But inefficiently as they were using it, we gave them so much that it was turning the tide against the Communists by late winter and early spring in 1947 and 1948 respectively. It was not so much that the Kuomintang was winning so many battles nor that they were killing so many Communist troops. It was just that the Communists were very, very tired and the new energy and fire power of the Kuomintang was a little more than they could take. This was probably more true of the civilian peasantry than of the troops.

As far as the peasantry were concerned, the Communist Army could not afford to meet the Kuomintang in pitched battle; so whenever the Kuomintang decided to launch an offensive in any area the Ba Lu had to fall back and leave that territory to the tender mercies of the Kuomintang. They would eventually harass the Kuomintang out of there again, but in that interim the poor peasants got it in the neck, particularly those who might have been friendly to the Communists. So the civilians were really having a very rough time and had no means or any hopes of means of defending themselves or being protected by the Ba Lu.

In areas where the Kuomintang could not penetrate, they mercilessly bombed and strafed. Here again it was morale destroying to the peasantry because the Ba Lu couldn't defend them against air attack. They couldn't even shoot *AT* the attacking planes.

Under this strain for year after year the peasants were getting around to where they wanted to see some real successes for Communist arms and that damned soon or they didn't want to play ball on their team any more.

The Communists in the Ba Lu on the other hand were helpless to meet the new strength of the Kuomintang. Their old Japanese equipment was wearing out and they were running out of ammunition for it. Their newly captured American equipment was wonderful but they had no ammunition for it and didn't know how to use it. Also they had no gasoline. Also they were completely out of drugs for their wounded.

Moscow Asked to Take Over

The Communists went to Moscow on bended knees because they had no choice. They were losing. For them to lose in China meant that every Communist, every relative of a Communist, every friend of a Communist would have been hunted down like a mad dog and at least shot, and probably tortured

first and shot afterwards. You must understand that fact. The Kuomintang were a vicious bunch. Hitler had nothing on them for viciousness.

There had always been a pro-Moscow element in the Chinese Communist Party. When the Communists finally had to turn to Moscow there was a sort of coup d'état within the Communist Party and from that time on Liu Hsiao Chi, not Mao Tse Tung nor Chu Teh, was boss of the Communist Party of China. Russia picked up China for a song! ! ! All the Russians did in return for full control was to guarantee the Communist against military defeat and the loss of their heads.

Now here is the next important point.

Most foreigners expect the Communists to fall on their faces in China and have to come crying to the Western Powers for help. This WOULD BE TRUE! ! ! It is a fact that under Communist administration and without aid from the Western Powers China will face famine and epidemic within three years. BUT THIS IS PROVIDED THEY GET NO INDUSTRIAL CAPITAL SUPPORT! ! !

If it works out that way, the Russians will hack off Manchuria and Sinkiang, and throw the carcass of China back to the United States to feed for a few more years.

BUT THE RUSSIANS DO NOT EXPECT IT TO WORK OUT THAT WAY! ! ! THEY EXPECT TO GET THE INDUSTRIAL CAPITAL! ! ! THEY EXPECT TO GET JAPAN! ! !

If it works out that way, then you can write Asia off. Five hundred million Chinese under Russian Communist dictatorship, tooled and equipped by eighty million Japs also under Russian Communist dictatorship, will constitute the largest single wealth-producing unit in the world with the exception only of the United States. Combined with Russian resources, it will command 50% more production potential than does the United States. This force will sweep all before it in Asia and be in Delhi in five years.

With the fall of Asia, upon the exploitation of which all European nations depend, the rest of Western Europe will go down the drain quickly.

The Americans will become a world island of capitalism with parts like the Argentine pretty much undependable in a fight. This isolated island can then be destroyed at leisure. If it sees fit to compete in world trade it will be bankrupted by subsidized competition. If it sees fit to fight, it will be destroyed by attrition. If it sees fit to sit tight and arm for defense, it will be engaged in an ever-more expensive arms race that will reduce the standard of living of the people to that of Asiatics and rob them of any vestiges of democratic process.

And, believe you me, if the Communists ever take America, they will strip the United States in such a manner as to make their stripping of Eastern Germany and Manchuria look like child's play. They will leave not so much as a screwdriver to the American people. They will leave us a handful of seed potatoes and tell us to go back to the soil until we shrive our souls of the poison of capitalistic education. I am not kidding. These Commies are playing for keeps and they hate our guts. And don't think that it will make any difference what popular opinion might be among the people of Communist countries if there were such a thing as popular opinion. The Communist Party rules not only the bodies but the minds of their victims. Whatever they do to us will be accepted as necessary for the good of our souls just as good Catholics once thought that heretics were fortunate to be burned alive because it got the Devil out of them and gave their immortal souls a break.

Kicked Out of China

So much for that. I hope that the American people will not stand idly by and watch this happen. Anyway, learning this kept me in Peiping until July 23. The Communists wiped out our services. They moved most of the best equipment to Manchuria. They reduced each individual shop to a small factory for making simple farming equipment, mostly of wood with a few bits of iron. They cursed out all the foreigners and said that we had been sabotaging the operation in the interests of American Imperialism. Now that they had taken over in the name of the people things would be different. They were! ! ! They eliminated the bus service for the employees. They turned our model dormitories into unsanitary slum barracks, they eliminated the training program, gave the former mess hall to the Communist Army as sleeping barracks and put a wretched mess hall with a filthy unsanitary kitchen into the former training building. They did away with the medical clinic altogether. They stopped production of lathes, planers, milling machines, etc., and started making wooden fan mills and the like.

It sure is different! ! !

Well, I left Peiping on July 23, Tientsin on August 20, Inchon in Korea on August 28, Tokyo on September 20, and Hong Kong on October 30.

What I saw in Japan convinced me that the Russians have a damned good chance that their hopes may materialize and they may get Japan.

American Policies Mutually Antagonistic

MacArthur is doing a very good job of military occupation and administration. But economically he is helpless. He cannot do a thing within the framework of the confusion that is passed off on us as an American world economic policy.

The United States Government is trying to do several mutually antagonistic things at once.

1. Trying to prop up Britain. Britain cannot survive without the Empire. The names may be changed but unless Britain can dominate economically the areas that were the Empire, she cannot compete with Germany, Japan, Czechoslovakia, Switzerland, Norway, —not to mention the U. S., Canada, and Australia. Propping up the United Kingdom reacts against the economic rehabilitation of Germany, Belgium, Switzerland, Holland, etc.—again not to mention Japan and India.

2. Trying to prop up the Western European nations. These nations are natural competitors of England. They also depend heavily on the exploitation of the people in the so-called "backward areas" of the world. If they are built up England suffers. If England is built up they suffer. If either of them is built up, the "backward areas" suffer.

3. Trying to rehabilitate Japan. This brings a third interest into the conflict. Japan, the Western European bloc, and Britain are all natural competitors for the privilege of exploiting the "backward areas."

4. Trying to build up the "backward areas," to introduce democracy there, to bulwark them against Communism. Essentially this means giving them capital equipment to work with and breaking the stranglehold on them

of the Western European bloc, Britain, Canada, Australia, and Japan. This is diametrically opposed to the first three.

In the face of this situation, MacArthur can occupy and police Japan which he is doing well, but he cannot do a thing fundamental about permanent economic rehabilitation. Hence when he is forced out by public opinion not only throughout the world, but in America itself, I fear that Japan will fall into the hands of the Russians within a year from the time the American occupation forces pull out.

Thailand

Thailand, formerly known as Siam, is the eastern anchor point for India. Turkey is the western anchor.

This is an unusual country. Nobody goes hungry over here. The climate is tropical. It is cool about three months out of the year and hot the rest of the time. Food grows the year round. These people need rice, fish, fruit, wooden houses, and cotton clothes. They produce a surplus of over one million tons of rice a year, there are fish in every mud puddle, fruit grows on the trees, they have an abundance of timber. All they need to import is cotton cloth.

They export in addition to rice, tin, lead, wolfram, teak, and shellac. This brings in some 300 to 500 million dollars a year. With this they buy cloth, radios, telephones, automobiles, road building machinery, railroad equipment, aircraft, airconditioning equipment, ice plants, refrigerators, etc. Most of this is done through the government, which controls about everything. The government officials are interested solely in how much "squeeze" they can make out of the purchases, and the foreign trading firms which sell to them are interested only in profits. Nobody gives a damn about construction, installation, erection, maintenance, repair, or the training of Siamese workers to operate and take care of the equipment that is brought in.

Nevertheless, the industrial equipment in use is increasing daily and gradually the people are coming to understand it and depend upon it. The time will shortly come when the government can no longer afford to totally ignore the necessity for operating the equipment with some degree of efficiency.

There is no such thing in the country as an engineering service or a first class engineering workshop.

The people are 100% pro-American.

Along with ten of my former staff engineers from China, five of them British and five Americans, I have set up an engineering service organization. Our plans for this operation include a consulting engineering service (among the eleven of us there are very few aspects of engineering about which we do not know enough to give a very adequate consulting service); a construction, erection and installation service; maintenance and repair service; a general purpose engineering works. . . .

Note—The remainder of this letter outlines in detail the preliminary plans for the operation of this engineering service.

Letter of April 28, 1950

Further on the score of U. S. policy in the Far East:

The most vicious mistake being foisted on the American people by the leading newspapers and magazines is the daily repeated fallacy that we must either cooperate with the Communists or support characters like Chiang Kai-shek. This smells very much like the Communist propaganda that people must choose between Fascism and Communism. I say to hell with this kind of phony talk. At home we want neither Communism nor Fascism and we make that very damned plain. We want something to which we give various names,—many of them misleading, by the way,—but which are all intended to convey the same idea: Democracy; Free Enterprise; Popular Government; Representative Government; Government by the People; etc., etc.

While any of us who are intelligent freely admit that this concept is a hard one to achieve and to maintain; and that at best we never hope to achieve and maintain it in a state of 100% perfection, nevertheless we insist on striving for it and refuse to accept an ultimatum that we must give up our hopes and efforts and settle either for Fascism or Communism.

We should take the same position in the international sphere. We don't have to accept Stalinism in China, nor do we have to accept Chiang Kai-shek-ism. The Chinese people do not want either of them any more than we do. However, the Communists all over the world have succeeded in convincing a lot of people that there are but these two alternatives and it is their successful propaganda to this effect that is their most powerful weapon in their continuous capturing of one people after another. If ever the people in any country come to the conclusion that they *must* choose between the two, they will in *every* case choose Communism.

By taking the popular American press position, therefore, that there are only two choices, we are playing directly into the hands of the Communists.

Make no mistake, the alternative is not easy and it is the appalling aspect of the alternative that makes vote conscious politicians shrink from it. I cannot outline the details of an alternative policy in this letter, but it would have to be derived from certain brutal, and almost—to Americans — unbelievable facts which I shall outline briefly below:

1. There are not enough decent people in the ruling class of any Asiatic nation to make up a government. The reason for this is that the ruling class in any Asiatic nation is the educated class. An educated Asiatic, with a handful of exceptions, is a social menace. No matter how much Western technology he may have learned, he has developed his philosophy along Asiatic lines. The fundamental psychosis of educated Asiatics is that it is stupid to work productively. The vicious type of Western capitalist whom Marx portrays willfully exploited labor but was a little ashamed about it and tried to think up propaganda to justify it. The educated Asiatic is ashamed if he *fails* to exploit labor.

I know this is hard for you to believe, but it is a fact. The educated Asiatic is convinced that no man will do any productive work unless he absolutely has to. To do work then is public admission of the fact that you have been forced to it. This is prima facie evidence that you are not clever enough to avoid it. This in turn marks you as a dope.

Hence, there are not enough individual human beings among the upper classes of Asia from which to form decent governments for the several countries out here.

I am not moralizing or preaching, I am stating hard facts. How can you form governments of men who sincerely believe that it is stupid, futile, and undignified to plan and direct social production? How can you form governments of men whose honest conception of a brilliant man is one who

(Continued on page 25)

NEVER BEFORE have two colliers of the "Seam" class been at the dock of the T. A. D. Jones and Company, Inc. at the same time. The vessel on the left is the "Sewanee Seam" discharging a cargo of the finest New River coal for distribution throughout Connecticut. The vessel on the right is the "Sewell Seam" taking on Bunker "C" Fuel Oil from the tanks of the T. A. D. Jones and Company, Inc.

THE LARGEST IN THE WORLD and the most modern are these Seam vessels, having a cargo capacity of almost 12,000 net tons of coal.

AT NEW HAVEN, the T. A. D. Jones and Company, Inc., maintains the only commercial tidewater dock between Providence and New York equipped to handle these huge vessels.

T. A. D. JONES & COMPANY, INC.

NEW HAVEN • BRIDGEPORT

CONNECTICUT

NEWS FORUM

This department includes a digest of news and comment about Connecticut Industry of interest to management and others desiring to follow industrial news and trends.

THE FORMATION of a private development firm for the purpose of effecting the establishment of a steel mill at New London has recently been announced. The New England Steel Development Corporation is headed by Clifford S. Strike, as president. Mr. Strike, president of F. H. McGraw & Co., Hartford engineering and construction firm, is also chairman of the Connecticut Steel Advisory Committee.

Dudley Harmon, executive vice president of the New England Council, which has spearheaded the steel mill proposal, is treasurer of the corporation, and C. E. Whitney is secretary. Directors are: Frederick S. Blackall, Jr., Dr. Alfred C. Neal, John E. Kelly, Richard Bowditch and Mr. Strike.

One of the first official acts of the new group was to engage the New York engineering firm of Coverdale & Colpitts to make an engineering survey to determine the economic feasibility of locating a steel mill in the New London area. The Connecticut Steamship Terminals Commission is making an allocation of $60,000 available for the survey.

★ ★ ★

A U. S. AIR FORCE contract for the manufacture of 736,000 airmen mufflers has been awarded to the Manchester Knitting Mills, Inc., Manchester, according to an announcement by Joseph Carter, the company's secretary.

The new contract will make it necessary, Mr. Carter said, to double the firm's employment list of 75 persons, the introduction of three shifts and the installation of considerable new equipment.

★ ★ ★

THREE PUBLICATIONS of United Aircraft Corporation, East Hartford, have won awards in their class in the international industrial publications contest at the annual convention of the International Council of Industrial Editors at Pittsburgh.

"The Bee-Hive," quarterly magazine of the corporation, won the highest award for the third consecutive year. The firm's annual "Pictorial Report" won an honorable award as did "The Power Plant," monthly newspaper of Pratt & Whitney Division.

★ ★ ★

AT TRUMBULL ELECTRIC MANUFACTURING CO., Plainville, 110 employees have received watches in recognition of 25 years of service with the company. This is in line with a new policy of service awards. Previously, employees completing 10 years of service were awarded gold pins while those who were employed with the company for more than 25 years received a diamond studded pin.

Some of the watches were presented by Mr. E. T. Carlson in May, as he toured the Plainville works to make the awards, and the remainder received their watches at the company's annual Ten Year Club outing.

★ ★ ★

TWO MAJOR ENGINEERING APPOINTMENTS have been announced by Farrel-Birmingham Company, Ansonia. Carl F. Schnuck has been named director of engineering and Warren C. Whittum has been appointed chief engineer.

In his new post Mr. Schnuck, who recently completed 50 years with the company, will guide the over-all engineering policies of the company with particular emphasis on the development of new and improved machinery. Mr. Schnuck's half century of engineering experience covers all fields

The Cover

THIS MONTH'S photo by Joseph Scayles is the Nathan Hale Schoolhouse overlooking the Connecticut River at Haddam. It is the first schoolhouse in which the patriot, Nathan Hale, taught.

in which the company operates. He was appointed chief engineer and elected to the board of directors in 1945.

Mr. Whittum joined the company in 1930, shortly after he was graduated from Worcester Polytechnic Institute. He has served the firm as draftsman, estimator, tool engineer, machine shop superintendent, production engineer and development engineer.

★ ★ ★

TWENTY - EIGHT EMPLOYEES of the New Departure Division, General Motors Corporation recently received inscribed gold watches for having completed 25 years of accumulated service with the firm. The group, all of whom marked their 25th anniversaries during March and April, included thirteen from the Meriden plant and fifteen from the Bristol plant.

Speaking at a luncheon held in honor of the new class of the Division's Old Timers at the Endee Club in Bristol, Milton L. Gearing, general manager, expressed words of praise for the important contribution employees with long service records have made to the growth of the Division.

Mr. Gearing also presented the watches and personally congratulated each of the guests.

★ ★ ★

THE REEVES SOUNDCRAFT CORP. of New York has recently acquired the former Tri-Mer Chemical Co. plant in Springdale for the manufacture of "rectangular" television tubes for home receivers.

The new "rectangular" tube was developed by the Remington Rand Laboratory of Advanced Research at South Norwalk. Production of the tubes has been transferred to the Reeves firm, which also operates plants at Long Island City, New York, Philadelphia and Allentown, Pennsylvania, and a subsidiary, the Light Metals Co., in Louisville, Kentucky.

Lt. Gen. Leslie R. Groves, vice president of Remington Rand in charge of the laboratory, revealed that all equipment of the Remington Television Picture Tube Division will be moved to the Springdale plant. In announcing the transfer Gen. Groves said that "the television picture tube project has been completed as far as the development and pilot production phase is concerned, and is now ready for commercial manufacture on a large scale. The

space and facilities which have been used for the tube division will be devoted to several new projects."

The Remington Rand Laboratory at South Norwalk has conducted extensive research in the television field, particularly in industrial applications, and will continue to manufacture the Vericon, an industrial television system.

★ ★ ★

THE ELECTION OF MYRON A. WICK, JR. as president of Plastic Manufacturers, Inc., Stamford, has been announced by the board of directors of the company. Mr. Wick succeeds Malcolm Farmer, and has been elevated from his former position of vice president and general manager of the concern, nationally known manufacturers of plastic parts and plastic and metal assemblies to specification.

A graduate of Harvard Business School, Mr. Wick joined the company in 1939.

★ ★ ★

COMMUNITY EFFORT, sparked by the Stamford Committee on Industrial Development for Employment Stabilization, has achieved for Stamford an unemployment rate of 95.6 per cent, the highest rate for cities in this state, and above the national average.

The committee, which is headed by Walter H. Wheeler, Jr., president of Pitney-Bowes, Inc., is composed of representatives of labor, banking, commerce, government, the professions, realtors and industrial management. since the committee commenced operation in January of 1949, 50 acres of land have been re-zoned to industrial use and nine new industries have moved into the area.

In addition, several industries have adjusted their production schedules to provide year-round employment and the Stamford - Greenwich Manufacturers Council conducted a survey of idle industrial capacity for the purpose of achieving local job contracting by the larger local industries.

★ ★ ★

ABOUT 275 MEMBERS of the Old Timers' club of the Farrel-Birmingham Company, Inc., Ansonia, attended the 14th annual party and award night of the organization recently. Five fifty year diamond pins were awarded to five members of the club, Christopher C. Harris, Roderick R. Hazard, Henry T. King, Carl F. Schnuck and Joseph B. Wolfe.

Franklin R. Hoadley, president of the company, received a gold wrist watch for his 35 years of service, as did John A. Harkins, Dwight C. Garritt, John W. Lenihan, Alec Martiska and Wladyslaw Miskowicz. Many other employees received 25 year membership pins.

★ ★ ★

HAMILTON MERRILL

HAMILTON MERRILL, a vice president and director of Manning, Maxwell and Moore, Inc., and works manager of the company's Bridgeport plant, has been named vice president in charge of the firm's Consolidated Ashcroft Hancock Division.

The division operates plants in Bridgeport, Stratford, Watertown, Mass., Jersey City, N. J., and Tulsa, Oklahoma.

★ ★ ★

PROMOTIONS INVOLVING TWO MEN long associated with engineering activities of the American Steel & Wire Company, New Haven, have been announced by Stephen B. Metcalfe, general superintendent of the New Haven works of the United States Steel Corporation subsidiary.

Albert P. Hayden was made superintendent of wire rope and tramway engineering, and John A. Herr was advanced to the position of assistant superintendent of this department.

In his new capacity, Mr. Hayden succeeds Gordon H. Bannerman, nationally-known aerial tramway engineer, who recently became manager of a newly-created tramway division of Columbia Steel Company, western subsidiary of United States Steel.

Mr. Hayden joined the company in Wercester in 1927 as a designer in the tramway department. In 1934 he transferred to the general engineering department and later was promoted to the position of development engineer. In 1943 he was made works engineer at the company's wire rope plant in New Haven. He has held his present position as works engineer of the Worcester works since 1947.

Mr. Herr has been associated with the company since 1925 when he was assigned to the rope engineering office at Worcester. In 1929 he became an estimator in the tramway department and later became assistant to the superintendent of wire rope and tramway engineering.

★ ★ ★

THREE NEW APPOINTMENTS at the Silex Company, Hartford, have been announced by M. G. Smith, president. Harry B. Whitehead has been appointed works manager in charge of all manufacturing and engineering operations of the company.

Harry M. Voglesonger has been made manager of product development engineering and John A. Hamilton has assumed the duties of advertising and sales promotion manager.

Mr. Whitehead was formely associated with Telechron Incorporated, where he served as assistant factory superintendent, factory superintendent and general superintendent. Mr. Voglesonger, a graduate of Lafayette College, formerly held positions in the engineering departments of Winsted Hardware Manufacturing Company and General Electric Company, Bridgeport.

The new advertising manager was formerly account executive with the Hartford branch of Wilson, Haight and Welch, Incorporated, Hartford, advertising agency.

★ ★ ★

LAPOINTE PLASCOMOLD CORPORATION, Unionville, has just joined in a licensing agreement with the Radio Corporation of America which will allow the Unionville firm to manufacture products on which RCA holds patents.

Jerome E. Repass, president of Lapointe, revealed that his company has built experimental models of an RCA product which is expected to have wide acceptance in the television field.

Starting in the television industry in 1947 with one product, the company now makes and distributes a total of 126 items in the television field, and has established a research and engineering department which is investigating many branches of the electronics field.

★ ★ ★

REPRESENTING 5,213 YEARS of continuous service, 267 employees of the A. C. Gilbert Company, New Haven, were honored for their long employment at the company's eighth annual service dinner recently.

EIGHT EMPLOYEES of the A. C. Gilbert Company, who have completed their 25th year of service, are shown with President A. C. Gilbert, and Herbert H. Pearce, plant superintendent. (Left to right) James DiMeola, Ruth Scholefield, Mr. Gilbert, Mr. Pearce, John Canzanella; (rear) Philip Cannon, Guy Schumacher, Emma Koch, James Nealy and John Karl.

President A. C. Gilbert presented silver pins and gifts to eight workers who have completed their 25th year with the company. The employees then presented to Mr. Gilbert surprise gifts to mark his fortieth year with the firm. He received the first 40-year pin given by the company with "congratulations for the inspiration and foresight which have developed this company to its present position."

Seventy service pins were awarded at the dinner. Five men and four women were honored for the completion of thirty years of service; twenty-seven employees received 20-year pins; six employees marked their 15th year with the firm and nine men and ten women received ten-year pins.

Edward Anketell, who joined the company to create its research department in 1915, was congratulated by Mr. Gilbert on his retirement after 34 years of service.

★ ★ ★

THREE MEMBERS of the American Society of Tool Engineers addressed individual groups of students recently to explain what a tool engineer is, what he should know and what he does.

Henry A. Rockwell, vice president of Fenn Manufacturing Company, Hartford, spoke at Hillyer College to acquaint undergraduates with the machine tool industry. Edward T. Ross of the Hartford Empire Company addressed students at the Connecticut Engineering Institute and Irwin F. Holland, general superintendent at Pratt and Whitney Division, Niles-Bement-Pond Company, West Hartford, spoke to the undergraduates at the University of Connecticut.

★ ★ ★

PRESIDENT A. HOWARD FULLER of Fuller Brush Company, Hartford, has announced the appointment of Lester H. Carl as assistant general manager of the company. A. O. Wittman, district supervisor in Minneapolis has been named to succeed Mr. Carl as industrial sales manager at Hartford.

Mr. Carl joined the company in 1945 after serving with Plocar Company, Stamford as industrial engineer and General Cable Corporation as assistant comptroller. Mr. Wittman has been connected with the company since 1919, and for the past 15 years has been a district supervisor.

★ ★ ★

THE APPOINTMENT of John J. Harnett as general sales manager of The Kalart Company, Inc., Plainville, has been announced by Hy Schwartz, vice president in charge of sales and advertising.

The company manufactures the "Camera of Tomorrow" and photograph accessories.

A NEWLY IMPROVED TYPE of light weight, flexible tubing for many uses in industry is being offered by Flexible Tubing Corp., Branford. Originally developed for the Navy, and now in use by several branches of the National Defense Establishment, patented "Spiratube" is said to be highly wear and heat resistant, portable, retractable and easy to assemble. It is reported unusually resistant to rupture or collapse under pressure or vacuum in many services.

Available in a variety of standard plies and materials, as well as specially engineered combinations, "Spiratube" is designed to satisfy most ducting requirements from 3" to 30" ID for air and other gases, and powdered, granular or other light solids.

"Spiratube" patented construction is described as consisting of a rust-proof, spring-steel helical core, covered inside and out by double-seam stitched cotton duck, coated with neoprene. Standard variations of this basic design employ multiple-ply walls and various coatings for a wide variety of services.

★ ★ ★

ELLSWORTH S. GRANT, vice president in charge of industrial relations at Allen Manufacturing Company, Hartford, has been named "Outstanding Young Man of the Year" in the state, by the Junior Chamber of Commerce.

Arthur E. Fairbanks, Jr., president of the Hartford Junior Chamber of Commerce made the announcement.

RALPH D. CUTLER, vice president of the Hartford Electric Light Company, retired recently after 42 years of service. He will continue to serve the company as a director.

Raymond A. Gibson has been elected to succeed Mr. Cutler as vice president. A graduate of Rensselaer Polytechnic Institute, Mr. Gibson has served the company as editor of the company's employee publication, advertising manager, assistant commercial manager and assistant to the vice presidents before being made sales manager in 1945.

A native of Hartford, Mr. Cutler was graduated from Yale University in 1907 and joined the company in that year. He became vice president in 1929 and was elected to the board of directors in 1945.

★ ★ ★

TWO VETERANS of Pratt & Whitney Division, Niles - Bement - Pond Company, with 70 years of service between them, have been honored by the company at special anniversary celebrations. They are Hubert D. Tanner, vice president and director, with 30 years of service, and Frank O. Hoagland, master mechanic, 40 years of service. Both are recognized as authorities in the machine tool field.

President Frederick U. Conard of Niles presented each veteran with a gold service pin at separate celebrations.

AT A RECENT MEETING of the Connecticut Personnel Association held at Oakdale Tavern in Wallingford the Association paid tribute to five of its prominent members who have been active in the affairs of the Association for the past 10 years or more. They were elected to Honorary Life Membership in recognition of their work in the personnel field and contributions to the formation and growth of the Association.

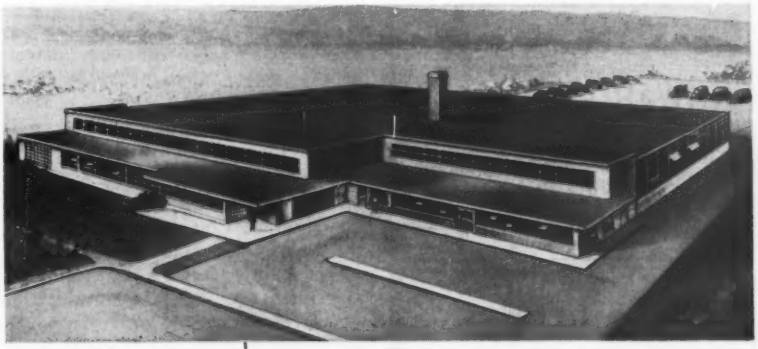
Shown in the photo above as they were presented with suitably engraved silver trays are (left to right) Albert F. Snyder, former personnel manager, Winchester Repeating Arms Co. (retired); J. A. H. Peterson, former personnel director, Bristol Co., (retired); Fred Sparrow, former employment manager, New Departure Division, General Motors Corp., Meriden, (retired); Allan Rockwell, works manager, American Brass Co., Waterbury. D. K. Willers, past president, made the presentation. Absent from the photo, also honored, was E. C. Bradley, Jr., former personnel manager, Scovill Mfg. Co., Waterbury.

Following are the new officers of the Association for the year 1950-1951.

Warren Mottram, industrial relations manager, R. Wallace & Sons Mfg. Co., Wallingford, president; Robert Metcalf, director of industrial relations, Winchester Repeating Arms Division, Olin Industries, New Haven, vice president; R. A. Meyer, personnel supervisor, American Brass Company, Waterbury, treasurer; Harvey A. Bowman, industrial and public relations manager, Dictaphone Corporation, Bridgeport, secretary.

AT THE ANNUAL MEETING of the Western New England Chapter, National Industrial Advertising Association, C. W. Bostrom was elected to the presidency for the year 1950-1951. Mr. Bostrom was also awarded the club's annual award for the greatest contribution to the advancement of the organization.

For more than 14 years Mr. Bostrom has been advertising manager of Ed-Wards Company, Norwalk.



Other officers elected were A. T. Wolcott, General Electric Company, Pittsfield; R. F. Coyle, Rockbestos Products Corp., New Haven; W. T. Williams, Torrington Mfg. Co.., Torrington; Miss Edith Wootton, Wiremold Co., Hartford; R. J. Landon, Alsop Engineering Corp., Milldale; Claude Schaffner, Claude Schaffner Advertising Agency, New Haven; and G. D. Vosburgh, Mill and Factory, New York.

WILLIAM A. PURTELL addresses members of the American Society of Tool Engineers at Connecticut Nite banquet. Seated is H. E. Conrad, national executive secretary of the Society.

THE SECOND ANNUAL CONNECTICUT NITE of the American Society of Tool Engineers, sponsored by the three Connecticut chapters of the group, was held recently at the plant of Pitney-Bowles, Inc., Stamford.

William A. Purtell, president of Holo-Krome Screw Corp., Elmwood, and president of the Manufacturers Association of Conn., Inc., was the principal speaker. He cautioned the engineers that the profit motive, which is largely responsible for the great material welfare we enjoy today, is under attack. He said that social planners, who do not understand the close relationship between the profit motive and America's high rate of production, are attempting to supplant the system with some form of collectivism. He called upon the group to rise in defense of capitalism.

Arthur F. Murray, works manager of the Electrolux plant, Greenwich, was toastmaster at the banquet, which followed a day-long program of visits to plants in the Greenwich-Stamford area by the 500 visiting delegates.

Other speakers were Mayor George T. Barrett of Stamford, W. F. Bernart, vice president of Pitney-Bowes, Inc., Benjamin Bogin, vice president of Condé Nast, and Harry E. Conrad, executive secretary of the A.S.T.E.

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HARRY W. SCHWARTZ, 51, Vice President of the Robertson Paper Box Company, Inc., Montville, Connecticut, died May 17 at his home after a prolonged illness.

Born March 26, 1899 in Boston, Mass., son of Maximilian and Ann Schwartz, was educated in the public schools of Boston and Cambridge and was graduated from Harvard in 1922 and attended the Harvard Graduate School of Business Administration in 1922 and 1923.

Since June 26, 1923 he was associated with the Robertson Paper Box Company, Inc. After working in the plant he became Box Factory Superintendent in 1925, Purchasing Agent in 1930, Assistant Treasurer in 1932, a Director in 1934, and a Vice President in 1940.

Widely known as a business and civic leader Mr. Schwartz was a trusttee and member of the Board of Managers of the Lawrence & Memorial Associated Hospitals of New London, and a treasurer of the Groton-New London Bridge Commission.

He was president of the Connecticut Association of Purchasing Agents in 1942 and was a director of the National Association of Purchasing Agents in 1943. He served on several committees of the Folding Paper Box Association of America and on the Paperboard Industry Survey Committee. He was also a member of TAPPI, and the Occupational Health Council of the Manufacturers Association of Connecticut, Inc.

He was a former Vice President of the New London Chamber of Commerce and chairman of the budget committee of the Community Chest. His other affiliations included membership in St. James Episcopal Church, the Thames Club, the Rotary Club, the Thames Yacht Club, the New London Country Club, the Harvard Lodge of Masons, Cambridge; and the Harvard Alumni Association. He was a life member of the American Legion.

In World I Mr. Schwartz served in the student army training corps and

during World War II he was chairman of the Emergency War Manpower Commission for the New London District.

He is survived by his wife Mary K. Schwartz, a daughter, Miss Marlene Schwartz, a student at the Masters School, Dobbs Ferry, N. Y., and a son, Norman H. Schwartz, a student at Governor Dummer Academy, South Byfield, Mass., also a sister, Mrs. John W. Thornton of Winchester, Mass.

Letters from Asia

(Continued from page 14)

knows that hunger will force some people to produce something and concludes from this that it is the role of the intelligent man carefully to protect himself from being sucked into this necessity-imposed labor so that he may have the leisure and mobility to scheme out the best way of manipulating the market, the laws, government officials, taxes, interest, and politics so as to enable him to appropriate the largest possible hunk of the wealth produced out of sheer necessity? How can you form governments of men who consider famine, plague, drought, and general poverty as a social asset in that it increases the leverage of those in power?

2. If I am right—and I assure you that I am—it follows that any government out here that is to be worth a damn must be protected against the educated ruling classes. This means it must be made up of a lot of poor devils who are uneducated, illiterate, inexperienced in management, and scared to death all the time.

3. This, in turn, means that if the American people are to do any real good for the Asiatic people they must through the U. S. government go directly to the people of these Asiatic countries. They must assist them financially. But above that they must educate and guide them. The people here, in contradistinction to the educated ruling class, want American education and supervision. They, the people, never scream: "Sovereignty" when an American supervisor bawls them out for making mistakes and shows them how to go about the job in the right way. They, the people, grin in their utterly disarming Oriental way, thank the American for his assistance, and proceed to follow his instructions.

There are Americans who know this, but they fall into two categories: those like myself who are not politicians; and the politicians. The former are powerless to do anything about it. The latter, seeing the political dynamite in it, prefer to disacknowledge it.

Believe me, before we can assist Democracy in Asia, we shall have to create some Democracy to assist. Before we can assist Free Enterprise in Asia, we shall have to create some Free Enterprise to assist. The present governments of Asia are made up of men who are political tyrants and economic monopolists as well as being the worst kind of corrupt politicians.

The small savings of most of the rest of my staff engineers have been wiped out during the past fifteen months. As an effective fourteen-man all-around engineering team (mentioned in letter of December 11, 1949) we no longer exist. The men are scattered from Karachi to Tokyo working for various firms and agencies. Four of us are digging in here and starting from the bottom. We are doing small construction and installation jobs for Standard Vacuum Oil and other dependable American firms here. Our plan is to build up a small staff of trained and dependable Siamese foremen and mechanics. I believe that there is going to be a fight and that this is probably the most strategic spot in the East. In fact, I believe that as American policy clarifies, Siam will become the Turkey of the East. In any case, whether we can keep this war to a cold one or whether it gets to the shooting stage; or whether Uncle Sam allows himself to be pushed out of here and has later to fight his way back in, or if he is smart enough to entrench himself here in the first place: either way it goes, American engineers with a loyal and trained Siamese working force might prove to be worth a great deal to our side.

The going is very rough though. We have to underbid the Chinese who bid dirt cheap and then cheat on materials, paying "squeeze" to cover it up. After underbidding these pirates, we then have to do work of American standards of quality with Siamese labor and practically no equipment. It takes a lot of engineering and a lot of plain hard work to make this trick come out right, believe me that it does.

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TRANSPORTATION

ERWIN H. TUTHILL

Traffic and Export Manager

DOCKET MC-C-1115

DOCKETT MC-C-1115 which will be the subject of hearings before the Interstate Commerce Commission sometime during the end of summer and early fall is one of the most vital subjects confronting traffic managers in this area since the institution of motor carrier regulations in 1936. While this individual docket involves only exceptions ratings and commodity rates applicable between New England on the one hand and the New York Metropolitan area, including northern New Jersey on the other, it will provide the foundation upon which all commodity rates moving via motor truck within this area will be based in the future.

If the Commission follows its present intended course all commodity rates and exceptions ratings in the future, as well as those presently applicable, will have to conform to a formula presently being devised by the Accounting Bureau of the Commission itself. This formula purports to portray the actual cost of motor carrier operations in the area. It is supposedly broken down to show the cost of each element of operation. In other words, the average cost of pick-up and delivery service is shown as one unit. The average handling costs at destinations and terminals is shown as another unit, while the over-the-road terminal to terminal costs constitute a separate item.

If this formula is approved even in amended form all present and future commodity rates and exceptions ratings will be compared with it. Publication will be dependent upon conformity with the formula. In some instances commodity rates are published on movements of goods that involve all three types of handling above enumerated. Therefore, all three cost formulas will have to be taken into consideration to see whether or not the commodity rate is remunerative to the carrier who handles it. In some instances commodity rates are published where no handling at destinations or terminals is involved. In these instances the cost for this service will not be incorporated in the comparison to find out if the commodity rate is compensatory.

There are many organizations that will be represented during the initial hearings in these proceedings when the formula itself will be introduced and discussed. Undoubtedly attempts will be made at that time to nullify the whole proceeding. If these attempts are not successful the various commodity rates will themselves be called up for hearing at some subsequent time. They will not be called up individually but will be called up in groups, where possible, of related articles. In other words, one day will be set aside to discuss commodity rates on textile products, another day on hardware, etc. At that time the individual companies and their motor carriers must come forward and justify the presently applicable commodity rates or exceptions ratings applying to that class of goods. In some instances the rate bureaus will assist in the defense of these commodity rates. In such cases, they will adopt a "hands off" policy. In other instances they will undoubtedly protest that the commodity rates involved are too low.

Those shippers who for years have used a small local trucking company whose rates are published in individual issues should not feel secure in their belief that the old rates will continue in effect. It is not only the rates published by the various agencies that will be subject to examination, it is all commodity rates published applicable to the movement between New England and New York. Failure to appear and justify the rates might well result in their becoming inapplicable. These proceedings are important. Those shippers whose products move under

commodity rates or exceptions ratings both inbound and outbound between this area and New York and northern New Jersey should get together with their truckmen and ascertain what rates are involved, what action the trucking company intends to take and what, if any assistance the shipper can give to maintain the status quo. Failure to do so might easily result in an increase in rates on those products before the end of the year.

B-I-E Day Celebration in Bristol, Meriden and Wallingford

(Continued from page 9)

plan for the program in cooperation with school authorities. The committees included a General Committee of 17, an Inter-Plant Steering Committee of 21, and a Book Committee of 12. The General Committee had charge of the over-all planning of the event, including the selection of the Inter-Plant Steering Committee, which worked out schedules and procedures in conformance with an over-all pattern, and the Book Committee, which planned and published a spiral bound booklet containing the brief background history of each participating company, together with a description of their products and pertinent highlights about the Meriden-Wallingford industrial area. Inasmuch as space will not permit including the names of committee members, it may be said that the General Committee included educators as well as representative manufacturers from both Wallingford and Meriden, including co-chairmen Warren Mottram, R. Wallace & Sons Mfg. Co., Wallingford, and MacRae Curtis of the Charles Parker Co., Meriden. Harry L. Harrison of the Miller Co., Meriden, was chairman of the Book Committee, while Messrs. Mottram and Curtis doubled as co-chairmen of the Inter-Plant Steering Committee as well as the General Committee.

All secular teachers assembled at 9:00 A. M. at three selected schools in Meriden and two in Wallingford, from where they were transported to the industries which they were scheduled to visit. Parochial school teachers were called for at the various convents and taken direct to the industries which they had been scheduled to visit. The time schedule of events, closely adhered to by fifteen participating plants and some 459 visiting teachers and a number of observers from local Chambers of Commerce, the National Association of Manufacturers, the U. S. Chamber of Commerce and the Manufacturers Association of Connecticut, was as follows: Plant visitation, 9:00 A. M. to 11:30 A. M.; luncheon and get-together, 11:30 A. M. to 1:30 P. M.; 1:30 P. M. to 3:00 P. M., addresses by company executives on background of each company's business, including history of company, production problems, sales promotion, employer-employee relations, financial problems, and question and answer period. In addition, radio station WMMW broadcast a program from 2:00 to 2:30 P. M. direct from group luncheon meetings of New Departure Division of General Motors Corporation at the Three Cups restaurant, and R. Wallace and Sons Mfg. Co. at Oakdale Tavern, which was typical of other meetings being held in the area.

Although each plant gave certain literature dealing with its own business, the spiral bound book entitled "Meriden-Wallingford Industrial Activities," relating the highlights of all participating companies, was given to all teachers and observers at each plant.

The Meriden-Wallingford program was unique among all others, thus far held in Connecticut, in that it utilized newspaper advertising and radio to acquaint the community with its B-I-E Day events and a booklet which gave to all teachers an invaluable classroom aid to the teaching of economic facts about the operation of free enterprise in Meriden and Wallingford industrial plants. By combining important facts about the community as a whole and each individual company into one small volume, all teachers in the Meriden-Wallingford area were given access to the same teaching data, rather than being required to exchange in verbal and written form, their experiences in the respective plants visited in order to have a complete picture of community operations for teaching purposes.

Appraisal

One teacher who was asked how she enjoyed her day off from school replied, "Day off? It's easier teaching." Thus she symbolized the interest and enthusiasm for learning about the operation of local industries which was

general among the visiting teachers who wanted to take back to their classes some concrete facts which might be utilized in guiding their pupils into proper vocations. Besides the dividends gained through observation of the many plant operations, through listening to company executives discuss the operation of their respective companies and through receiving answers to questions, there was given to many teachers the opportunity of seeing and talking with many of their former pupils, some of whom they had not seen since they left school years before.

Although numerous letters have been received from teachers and school officials, expressing high praise of the educational value of the B-I-E Day program, and suggesting that the program be repeated in succeeding years, unfortunately space limitations will not permit the reproduction of even a few of them. In effect they express the same views as those which appear in the Bristol section of this article and in previous issues of CONNECTICUT INDUSTRY describing B-I-E Day programs in New Britain (December, 1949 issue), New Haven and Hartford (June, 1950 issue).

Participating Companies

The companies participating in the Meriden-Wallingford B-I-E Day program were as follows: From Meriden —International Silver Co., New Departure Division, G. M. C., Charles Parker Co., The Miller Company, Cuno Engineering Corp., J. B. Coggins Mfg Co., Goodman Bros., Meriden Foundry Co., Packer Machine Co., Tredennick Paint Mfg. Co., and Kelsey Co. From Wallingford—R. Wallace & Sons Mfg. Co., American Cyanamid Co., H. L. Judd Co., and Wallingford Steel Co.

Publicity: Sales Tool or Wandering Minstrel

(Continued from page 11)

Equally, of course, many other objectives can be attained through mass communication to customers and prospects on their own professional levels. Naturally, the program purpose will vary with the company, its marketing methods, its products, its competition, its sales and advertising emphasis, the seasons and other factors. But the important—and distinguishing—necessity is that the publicity be aimed straight at one objective or at most, a few. Then, because opportunism and enthusiasm inevitably play a part in this work, it is equally vital that the target get a fresh coat of paint at regular and frequent intervals. In other words, it's important to hold tripartite "square-away" sessions among the company's sales or advertising executive who is steering the program, the agency executive who counsels him and the publicity team which is doing the job. Once a month, it has been found, is not too often.

At these sessions, the month's progress is reviewed, results tallied and, if need be, the helm is adjusted to correct the course. The point is: the publicity output must not run gaily down all manner of inviting bypaths, any of which may well produce gratifying yardage of clippings. Instead, it must parallel, fortify and extend the company's sales and advertising push.

Both the users and practitioners of this kind of communication are conscious of its relative position in the sales picture. It should serve sales, sales promotion and advertising as an adjunct, never seek to supplant them. To weigh its advantages and limitations in comparison with those of other promotional techniques, consider the chart in Fig. 1.

The values quoted here merely indicate relative performance; obviously, they cannot be accurate quantitatively. The first horizontal panel merely emphasizes that the helpful, interesting news story can earn its way into the editorial columns of many publications —more, probably, than the space schedule of even an industrial Colossus could embrace. Analysis of one typical release on a new industrial product, for example, shows publication by 51 magazines with total circulation of 1,479,472.

The time factor, in the second tier of the chart, shows publicity to be a bad last in the promotion race. The salesman knows by the severity of his prospect's frown what the response is likely to be. Response to direct mail requires days. Advertising takes weeks. But the technical article, though it may have been precisely what the editor sought, cannot bear a "must" insertion date. It has to be fitted into the editor's scheduling pattern, and it may rest dormant in his "future" file for months.

Reaction-wise, too, publicity brings up the rear, as the chart shows. The salesman gets his reaction every time. Maybe every fourth onlooker at a trade show will sidle up and confess his identity; in direct mail, 10% may be a successful response ratio; for space advertising, call it 1%. Publicity should be content at .1%, even though the story be channelled accurately as to market and publication.

On the matter of freedom from suspicion, publicity scores. The recipient of a sales call knows exactly why the bait is being dangled. The reader of a sound technical article, in a well-edited publication, on the other hand, is looking for information and trusts the wary editor who, he knows, has passed judgment on what he is reading. The reader, in other words, is disposed to believe what he sees in print until and unless the writer commits some ineptitude.

The corollary of this situation, however, is reflected in the horizontal column on "sales directness." The usual sales and advertising techniques can afford to be blunt and direct. Publicity, in the responsible periodicals at least, must tread ever so lightly. Many a time in such a program, trade names are abandoned; a plastic material may be identified only by its chemical name and a description of its properties. Here, the far-sighted client appreciates that he'll get his share of the benefits out of anything which advances the material. If the halftones and nomographs bear a 2-point credit line, all hands have to be content.

The figures on markets per message are self-evident: the match of promotion and prospect reaches unity at the direct-mail level. The direct call, of course, is a fractional effort and so, to a lesser degree, is the trade show exhibit. Advertising, with an affluent budget, may sometimes cover 10 markets. Here publicity takes the wraps off, for it can hit even the fringe markets, if it's sensibly aimed and written with dexterity. On cost, naturally, the price per exposure diminishes as the audience per effort increases.

To summarize: technical publicity may be expected and should be asked only to reach large audiences in many markets at low cost and with varying degrees of delay, at low pressure but with high credibility.

On this basis, technical publicity is carrying its share of the industrial marketing load effectively, which is to say economically. Just possibly, it may be considered a youthful and growing force in support of the most prosperous society the world has yet managed to evolve.

FEDERAL LEGISLATION

By C. H. SCHREYER

Attorney

Can We Buy Social Security For Our Children?

IN THE course of the 81st Congress, the House and the Senate committees charged with drafting a bill (H. R. 6000) to extend the Federal Old Age and Survivors Insurance System have introduced different versions of this legislation. As this is written, the differences between the two bills have not been settled.

One interesting difference in these measures involves the question of the best method of financing the Social Security System. Under the House version of the bill, the system would be funded on an actuarially sound basis; the Senate Committee bill leans more to the pay-as-you-go theory. It will be interesting to see which of these conflicting ideas will be adopted in the new law.

Since the beginning of the Federal Old Age and Survivors Insurance System in 1936, there have been two schools of thought as to whether the system should be financed on a pay-as-you-go basis or by building up a fund over the course of years, the interest from which, together with current tax payments, will ultimately produce enough each year to meet benefit obligations as they accrue. The proponents of the former theory believe that each generation should bear the burden of providing for its own aged. The latter school of thought believes that the burden of providing for the aged when the system becomes "mature" somewhere about the close of this century, will be too great for the workers of the future to carry unaided, so that it is only fair that this generation with relatively few aged persons eligible for benefits under the system should help our children and grandchildren by putting aside each year an extra contribution for the use of future generations. The theory is that present contributions should be sufficient to insure the creation of a fund large enough to carry the system in perpetuity, together with moderate future taxes. Up until this year, the fund has been operated on this theory.

At first glance, this problem looks very much like the problem which confronts a private employer who is considering the best method of financing a pension plan for his employees. He must consider whether it is wiser to plan to pay each year's pensions out of current income or to create a fund over the course of years, the interest from which will be sufficient, together with future moderate contributions, to meet all pension obligations as they arise; a plan which accomplishes this objective is said in insurance circles to be "actuarially sound." It is the purpose of this article to examine some of the differences between the government Old Age Insurance Plan and a privately-financed plan and to attempt to show that the problem of financing a public plan is quite different in important respects from the problem of financing a private plan.

In a private plan, many employers, after estimating the very heavy cost of paying pensions to the large number of pensioners on the rolls when the plan reaches "maturity" some years in the future, wisely conclude that it would be safer to save now toward the cost of meeting these anticipated heavy charges, and to invest such savings in a fund of interest-paying securities so that all pensions may be met year by year from interest from the fund plus relatively modest yearly contributions. The important consideration here is the fact that the funded savings produce earnings in the form of interest or dividends from investments, which earnings over a period of years give surprisingly substantial assistance in meeting the pension roll when it reaches its peak.

The Federal Old Age Insurance System is quite different in this respect. The Federal Old Age Trust Fund is managed and controlled by a board of trustees established by the Social Security Act, consisting of the Secretary

of the Treasury, the Secretary of Labor and the Federal Security Administrator. *The trustees are specifically forbidden by law to invest any part of the trust fund in privately issued securities.* The Social Security Act restricts permissible investments to interest-bearing obligations of the United States government or to obligations guaranteed by the United States. In practice, this means that investments are confined to regularly issued Treasury bonds or to special Treasury notes issued exclusively to the trust fund. The present fund, amounting to over $11 billion, is invested exclusively in these types of government obligations, which pay interest of approximately 2% per year. This means that each year the trustees collect interest from the Treasury and promptly invest that portion of such interest that is not needed for current operating costs (none has been needed so far) in still more government obligations. Each year the fund is growing, principally by excess tax payments not needed to pay current benefits, but also by the amount of interest "earned" on previous investments. The funds invested by the trust fund are used by the Treasury to meet regular government expenditures.

This process has been described by some as being tantamount to the government's spending the Old Age Security Trust money and substituting its "I.O.U." in the fund. We do not believe that this description is wholly accurate. The fact is that the trust funds, from the moment they come into the hands of the trustees, are represented by some form of government obligation. When the collections are turned over to the trustees by the Treasury, they are represented by an account with the Treasury; that is, an obligation of the Treasury to pay the amount of the credit on demand, without interest. Merely translating this form of indebtedness to a bonded, interest-paying indebtedness, does not release the fund for government spending. Expenditures for each government agency are strictly controlled by annual and supplementary appropriation bills which must be enacted by Congress each year. No matter how much money is available at any time in the Treasury, none of it may be spent without express Congressional approval.

Nevertheless, there is considerable reason to believe that suspicion of the present system is well founded. Since 1936 we have already created a fund of over $11 billion. If Congress had not year after year postponed the original plan for increasing Social Security taxes, the present fund would exceed $18 billion. The House Committee on Ways and Means estimates that its original version of H. R. 6000 would create a fund of over $91 billion by 1990. This means that we have already siphoned off more than $11 billion in purchasing power by way of Social Security taxes, and if we were to persist in the plan to create an "actuarially sound" fund, the continued drain on purchasing power in future years will be much greater.

There is no doubt that this yearly tax over and beyond the current needs of the system has been a real sacrifice for the present taxpayers. The burden can only be justified on the ground that by this extra contribution we were helping future generations to carry far heavier old age burdens.

But is this true? Are we in fact helping to share the burdens of the future by contributing to the building of a vast trust fund for future use? In the opinion of the writer we are not helping at all, but are merely (in advance of the event) transferring part of the load from the shoulders of the Social Security taxpayer of the future (employer and employee) to the shoulders of the income taxpayers of the future (or whatever other tax group will then be carrying the main burden of general taxes). If this is true, we are likely to receive small thanks from our posterity for making this officious arrangement for them.

The theory is that by establishing a trust fund, say $100 billion invested in interest-paying government securities, the interest can be used to keep down the amount of Social Security taxes in future years to a reasonable level. If we assume, for example, that the average yield on the government bonds in the trust fund will be 2%, this means that $2 billion of the $11.7 billion which the House Committee estimate their version of H. R. 6000 would cost in the year 2000. could be raised from this source, leaving a balance of only $9.7 billion to be raised in that year by current pay roll taxes.

So far so good. But the effects do not stop there. What is sometimes forgotten is that in the process of raising the $100 billion fund, we have added this huge sum to the national debt and that the cost of servicing this debt, whether it be $2 billion a year or some other sum, will fall upon the general taxpayers of the country in the year 2000, just as the burden of servicing our present national debt must be met by present day taxpayers. There is no alternative except debt repudiation, in which case what becomes of the trust fund theory? All that we have succeeded in doing for future generations is to impose upon them in advance a tax system which attempts to dictate to them how the burden of the Social Security scheme we have wished upon them shall be distributed among them. *Our* contribution to the cost is wasted —instead of being a source of income, the trust fund we have helped to create by extra taxes is simply an addiiton to the national debt of the future.

On first approach, this is a somewhat astonishing result, but we believe that a little study of the nature of the old age problem will bear it out as valid. In the last analysis, we live literally from hand to mouth. The things we need for sustenance—food, clothing, shelter—we either use as we produce or we throw away. We cannot save any of them for any extended period of time. They are all perishable, more or less. Food is the most perishable, as witness the annual destruction of our huge potato surpluses. Housing is the least destructible of our needs, but all houses will crumble if not kept in a more or less constant state of repair. In the long run, we cannot put aside for future generations any of the things that people need to live. The people who will be living then must exist on the product of their own toil, just as we are doing today. If we were all to stop work today, we would all perish in a remarkably short time.

Since this is so, it necessarily follows that the workers—the producers—in any future generation must provide for their own aged and disability cases. We can set up a Social Security system which attempts to provide minimum benefits for the aged of the future, but it is entirely up to future generations whether such benefits shall be honored or refused, either in whole or in part. So far as future generations are concerned, the Social Security commitments made by us today are merely claims against the future productivity of the nation. The validity of such claims depends on their acceptance by our posterity and upon the size of the gross national product to be shared.

(Continued on page 44)

BUSINESS TIPS

from

School of Business Administration

University of Connecticut

How to Get the Most from Your Advertising

By ROLAND B. SMITH, *Assistant Professor of Advertising*

ADVERTISING is a marketing tool, a process of visualizing ideas, a means of communication with customers and prospects. To get the most from your advertising, it should be directed toward achieving specific. definite ends.

Efficiency in advertising depends in large part upon the establishment of particular goals to be reached. It is not enough to say that our objective is to sell more goods. That's being too general. Increasing sales, gaining a larger share of the market depends upon engraving certain impressions on the minds of prospects and customers about our product; lighting particular areas of ignorance with information; or overcoming definite objections.

Targets Guide Effort

Without specific targets advertising becomes aimless, purposeless, and inefficient. By setting up definite objectives to be reached by each campaign (and by each advertisement), we set up a guide, a standard, by which advertising ideas may be judged. (However excellent an idea may appear, if it does not promise to move us forward toward our goal, it is worthless.)

Moreover, an advertising objective provides a standard for measuring the efficiency of the campaign, once it's under way. And finally, the task to be accomplished serves to indicate the amount and kind of advertising required. The job to be done determines the limits of the necessary appropriation.

It is common practice among many companies to base advertising budgets on a percentage of past sales, either gross or net. Almost without exception this is an unsound practice. It often leads to inadequate effort, keeping the firm from reaching out toward its potential. It is unsuited to a changing economy such as ours. The power is tied to *previous* results. Advertising is thus made to follow rather than to lead. And, the percentage method keeps advertising from being the realistic, flexible sales tool it can and ought to be.

Task Method Logical

The task method, on the other hand, is a logical method of setting appropriations. It helps advertising to lead. It's flexible. Its use implies a knowledge of the job to be done.

The task method may take one of several forms: It may be a percentage of anticipated sales, or it may be based on a certain sum per unit of anticipated or desired sales. Or, the nature and size of the job to be done is determined and an amount sufficient to dc the job is appropriated.

Obviously the task method of setting advertising appropriations is useless if used blindly,—without adequate knowledge of the selling program, or the magnitude of the task to be accomplished. In any of its forms the use of the task method requires that you know your markets. However, such knowledge is part of the equipment in any progressive, competitively alert firm, and the need for it should not require any defense here.

On the positive side, there is much to be said for the task method. It requires the setting up of objectives,—in itself a step toward more efficient advertising. Second, there comes about

a direct relationship among the advertising plan, the appropriation to see it through, and the job the advertising is to accomplish. It's as realistic as tromping harder on the gas pedal or easing up according to whether you're pushing uphill over a muddy back road, or skimming along on the smooth Wilbur Cross Parkway. There is, in short, a direct proportion between the resistance to be overcome and the amount of power supplied. Finally, (and this should appeal to top management) when the advertising is properly handled, there tends to be a direct relation between expense and results. You're likely to get more of what you pay for.

Induces Original Thinking

Of course, the task method requires much original thinking about one's own business, his products, his markets, his competition, and particularly his sales and advertising. It takes time and effort. But as a consequence, one avoids the temptation to copy his competitors, to create advertising primarily to impress others in the business, or to indulge in any pet prejudices or preconceived ideas about advertising. And the benefits more than offset any such "costs." The information required to set up the task plan will quickly reflect the condition of the business. It will show whether the company is going forward or backward, or standing still. Since it's geared to the future, it's realistic and it's flexible. Its operation is like a balance wheel, tending to hold the business steady on its course.

As for presenting the task method plan to management, this is what is likely to happen: once you have established logical, defensable advertising objectives, once the facts have been collected to show that the advertising department and its agency know where they are going and can show a plan of how they expect to reach their objectives,—top management will have a basis for appreciating the soundness of the program. The facts will show that the plans represent not expense but rather a program for investment in future sales and profits.

The best way to get the most from your advertising therefore is to determine factually what the competitive status of your business is; determine what specific goals you want to reach; prepare an advertising-sales program capable of achieving the goal (make each advertisement move you nearer to it), appropriate the funds necessary to see the plan through to its completion, and check its progress each step of the way. Such a procedure *has* worked for others, it *is* working for others and it's pretty likely to work for you too.

Robertson Paper Box Company Reaches Century Mark

(Continued from page 10)

Robertson still occupies a native-stone mill erected in 1868 on the site of the original plant. This however, is but one of a cluster of numerous buildings in which the business now is operated.

The man who brought the company its first real expansion was an orphaned Scotsman named Carmichael Robertson, who at 11 was learning the baker's trade, and at 15 the skills of papermaking.

Related to Lord Gladstone, England's great statesman, Robertson came to this country at 22 with his brother, John, and with only $15 in his pocket, set himself up as a baker. John went into papermaking.

Then, for a time, Carmichael roamed the East, hiring out as a papermaker from place to place. In 1851, he and John established a paper mill at Quaker Hill in partnership with James Bingham. They were the first in the nation to make manila paper.

Increasing demand for its products caused Robertson & Bingham to build another mill. In 1865, the company bought out the Montville Paper Company, founded in 1859. A year later, the partnership dissolved, Carmichael took over the Montville works, John that at Quaker Hill.

Carmichael now moved his family to Montville, today a community of about 4,000. He acquired land and built a home which still stands not far from the Robertson plant. In 1875 he bought another mill and in 1886, two years before his death, he built a third.

In 1897 the Robertson estate—represented by Carmichael's sons, Alexander, Tyron and William—entered the folding paper box business. Since then, the plant has expanded from 25,000 to 120,000 square feet of floor space.

It is no coincidence, we were assured by Mr. Powers, a naval aviator in World War I, that the development of the paper box industry and the rise of the American standard of living have come hand-in-hand.

MUCH SCRAP PAPER is used in the making of cartons. It is used in the inner liner. Better grades form face and back.

A good package—one which protects the product, identifies the article and makes it attractive to the consumer—is essential, he pointed out, to almost every mass-produced consumer item.

A feature which gives Robertson an advantage in its field is its control of all the elements that enter into the manufacture of its product: It makes its own paperboard, mixes and grinds all the ink used in the printing processes, makes all its cutting and creasing dies, and designs many of its customers' boxes.

Mr. Powers is a former director of the Paperboard Division of the War Production Board and president of the Folding Paper Box Association. He is a past state chairman of the New England Council, president and chairman of the board of managers of Lawrence and Memorial Associated Hospitals, trustee of the Connecticut Blue Cross, president of the Connecticut Hospital Association and the Harvard Club of Connecticut, a member of the Connecticut Development Commission and director of the National Bank of Commerce.

Other company officers are similarly active in civic and organizational life.

None, however, "gets around" any more than Mr. Powers.

And in plant as well as bank or club, he's "Ralph."

There's a friendly atmosphere at Robertson's that speaks well for both management and labor. And it works out well for both.

ACCOUNTING HINTS

Contributed by the Hartford Chapter National Association of Cost Accountants to stimulate the use of better accounting techniques in industry.

PLANNING FOR PENSION TRUSTS

PART I

By EDGAR J. COSSETTE, JR., C.P.A.

THE old adage of "a penny saved is is a penny earned" was applied for a long time by many people as a means of providing a reserve fund for such contingencies as sickness, accidents and above all, old age retirement. Those who were unable to provide for their old age during a normal lifetime of employment, always seemed to be taken care of either by local or state agencies, their relatives or their friends. None seemed to starve to death.

As time went on, another benefactor appeared on the scene, as the United States Government went into the social security business with the passage of the Social Security Act of 1935. Under this Act, the maximum monthly benefit was to be $85.00, which at the time, seemed helpful to many individuals. Since then, however, the purchasing power of the dollar has dwindled substantially as a result of wartime and postwar inflation. Increased government spending both abroad and at home have necessitated tax increases which, coupled with higher living costs, have left little, if any, for individuals to put aside for the proverbial rainy day. Furthermore, Federal Social Security benefits were economically far below the standard intended at the time enactment of the Act took place.

This situation was recognized by leaders of industry and labor alike, and as large industries set the patterns, the smaller or more moderate sized companies were forced to follow the trend in order to compete in the labor market.

During the periods of high corporate earnings and similarly high profits taxes, much is said of the tax benefits accruing to corporations having pension plans. This statement is subject to question not only from a sound economic point of view, but also because any plan which is set up purely for tax benefits, will most certainly cause financial and personnel problems.

Other motivating factors for such plans are; rewarding long service employees, creating a feeling of security among employees and hence making your company a good place to work; providing a means of letting out the older less efficient employees in favor of younger more efficient replacements and general labor policy trends as set by the actions of larger industry.

Once the decision has been reached that there shall be a plan, the next step is to decide upon the type of plan to be set up. First, the plan must be actuarially sound to avoid giving a false sense of security and a thorough study must be made of the costs of continuing such a program over the years to come. Before this can be done, decision must be made as to whether the plan is to be contributory or non-contributory. With respect to contributory plans, the employee once again is given the opportunity to feel that he is independent and paying his own way as did his forefathers and thus appreciate to the greatest extent the benefits arising from the plan. Human nature seems to prohibit people from appreciating something they get for nothing. They usually want more.

As a matter of interest, a few days ago one factory superintendent expressed amazement when told that State unemployment costs were borne entirely by the employer. How many other employees are not truly informed about this subject?

Proponents of the non-contributory plan state that the additional cost to the employer is usually nominal by comparison to the psychological effects on employees and the resulting gains earned thereby. This, of course, refers to insured plans, and even then, is a problematical statement.

Profit-sharing plans in the strict sense of the term are satisfactory to both employers and employees in periods in which there are profits. But what about loss years? Surely, no one can safely predict that there will be profits each year for many years ahead. Hence, where is the security if there is no guarantee of any contributions in the forthcoming fiscal periods? Instances have occurred where under such a plan in a loss year, the company voluntarily paid into the plan, but the fact that the agreement measures the ability to pay directly to profits, the allowability of the payment as an income tax deduction in such a period is questionable.

(To be continued in next issue)

BUSINESS PATTERN

A comprehensive summary of the ups and downs of industrial activity in Connecticut for the thirty day period ending on the 15th day of the second previous month.

BUSINESS in Connecticut continued to remain at a favorable level during the month of April. The index of general business activity advanced one percentage point to an estimated 21% above normal which is the highest standing in over a year and eight points better than in April 1949. The United States index of industrial activity also rose in April, moving up to an estimated 23% above normal from 19% in the preceding month. Several factors have contributed toward keeping the national and state economies at relatively high levels during recent months. The temporary recession of last year coupled with the steel strike created some shortages and the need for inventory replacements. The demand for automobiles and residential construction has continued very strong and this in turn has reflected throughout other industries. In addition, Governmental action in the form of the removal of credit restrictions, insurance refunds to ex-service people, more liberal credit terms on housing, continued heavy military and foreign programs, increased expenditures in support of farm products, and further deficit financing, have helped to bolster business activity.

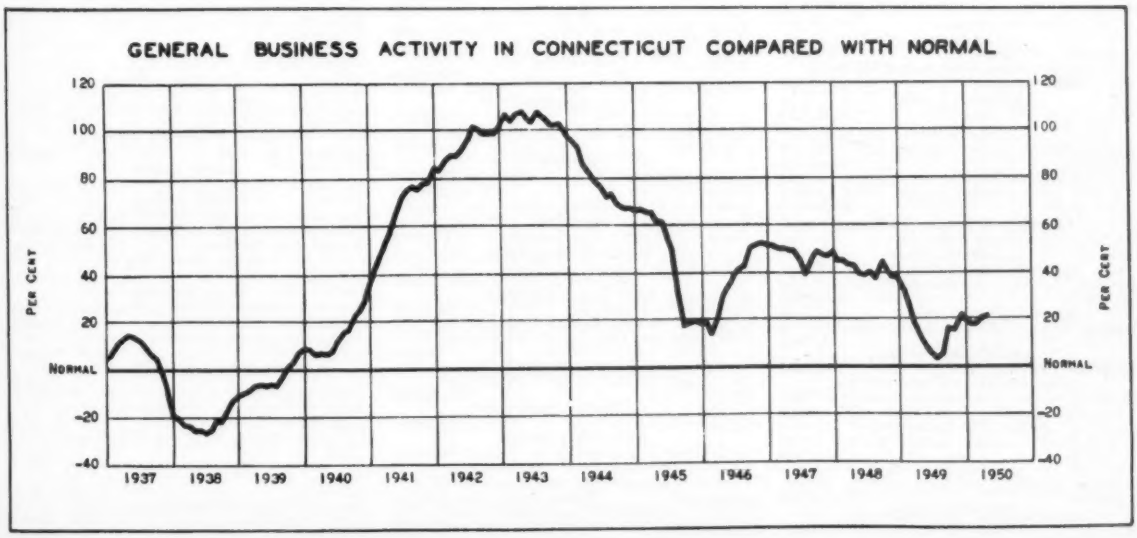
In April the index of manhours worked in Connecticut factories is estimated at 26% above normal, one percentage point higher than in the preceding month. The current gain was due principally to a moderate increase in the number of persons working, with the average hours worked per employee remaining unchanged at 40.6. Average weekly earnings for factory workers increased slightly from $56.56 in March to $56.69. A year ago industrial concerns throughout the state were in the process of cutting back on their production schedules with the result that the manhour index showed a seven point drop in April to 19% above normal. At that time the average work week was 36.4 and average weekly earnings were $50.02. Basic hourly earnings, however, have shown little change during the past year being $1.40 now against $1.38 a year ago.

The index of manufacturing employment in Connecticut was 23% above normal in April compared with 21% in the preceding month and 20% in the corresponding month of last year. The current report of the State Department of Labor shows that manufacturing employment stood at 357,000 in April compared with 354,000 in both March of this year and April 1949. Non-manufacturing employment at 369,000 in April was well above the 360,000 of last month but not as high as the 372,000 employed a year ago.

The April index of construction work in progress in Connectiut is estimated at 30% above normal. The volume of building contracts awarded has continued at a relatively high level since the end of the war. The post-war construction peak was recorded in 1946 when the contracts placed averaged nearly 2,000,000 square feet of floor space per month, of which 1,300,000 were residential. The decrease which took place during the three-year period 1947-49 was gradual as evidenced by the fact that the monthly average for 1949 was approximately 1,500,000 square feet, of which residential accounted for about 1,000,000.

In the first four months of this year, which includes the normally slack winter season, the monthly average of 1,450,000 total and 1,050,000 residential construction not only compares

(Continued on page 44)



IT'S MADE IN CONNECTICUT

EDITOR'S NOTE: This department, giving a partial list of peace-time products manufactured in Connecticut by company, seeks to facilitate contacts between prospective purchasers in domestic or foreign markets and producers. It includes only those listings ordered by Connecticut producers. Interested buyers may secure further information by writing this department.

(Advertisement)

Accounting Forms
Baker Goodyear C Tohe — New Haven

Accounting Machines
Underwood Corporation — Bridgeport

Adding Machines
Underwood Corporation — Bridgeport

Advertising Specialties
H C Cook Co The 32 Beaver St — Ansonia
Waterbury Companies Inc — Waterbury

Aero Webbing Products
Russell Mfg Co — Middletown

Air Compressors
Airline Manufacturing Company The — Warehouse Point
Spencer Turbine Co The — Hartford

Air Conditioning
Norwalk Airconditioning Corp The (forced air heating units oil fired) — South Norwalk

Air Impellers
The Torrington Manufacturing Co — Torrington

Aircraft
Sikorsky Aircraft Division United Aircraft Corporation (helicopters) — Bridgeport

Aircraft Accessories
Chandler Evans Division — Niles-Bement-Pond Co (jet engine accessories, aircraft carburetors, fuel pumps, water pumps and Protek plugs) — West Hartford
Warren McArthur Corp (Airplane Seatings) — Bantam

Aircraft Instruments
Gorn Electric Company Inc — Stamford

Aircraft—Repair & Overhaul
Airport Department Pratt & Whitney Aircraft Division — Rentschler Field East Hartford
United Airports Div United Aircraft Corp — Rentschler Field East Hartford

Air Ducts
Wiremold Co The (Retractable) — Hartford

Air Heaters—Direct Fired
Peabody Engineering Corporation — Stamford

Aluminum Castings
Eastern Malleable Iron Company The — Naugatuck
Newton-New Haven Co. 688 Third Avenue — West Haven

Aluminum Forgings
Scovill Manufacturing Company — Waterbury 91

Aluminum Ingots
Lapides Metals Corp — New Haven

Aluminum—Sheets & Coils
United Smelting & Aluminum Co Inc — New Haven

Ammunition
Remington Arms Co Inc and Peters Cartridge Div — Bridgeport
Winchester Repeating Arms Company Division Olin Industries Inc. — New Haven

Anodizing
Conn Metal Finishing Co — Hamden

Apparel Fabrics—Woolen & Worsted
Broad Brook Company — Broad Brook

Artificial Leather
Permatex Fabrics Corp The — Jewett City

Asbestos
Auburn Manufacturing Company The (gaskets, packings, wicks) — Middletown
Raybestos Div of Raybestos-Manhattan Inc The (brake linings, clutch facings, sheet packing and wick) — Bridgeport

Asbestos & Rubber Packing
Colt's Manufacturing Company — Hartford

Assemblies—Small
Greist Manufacturing Co The — New Haven
Han-Dee Spring and Manufacturing Co The (Small) — Hartford
I H Sessions & Son — Bristol
Wallace Barnes Co The Div Associated Spring Corp — Bristol

Auto Cable Housing
Wiremold Company The — Hartford

Automatic Control Instruments
Bristol Co The (temperature, pressure, flow, humidity, time) — Waterbury

Automobile Accessories
Kilborn-Sauer Company (lights and other accessories) — Fairfield
Raybestos Div of Raybestos-Manhattan Inc The (brake lining, rivet brass, clutch facings, packing) — Bridgeport

Automotive Bodies
Metropolitan Body Company — Bridgeport

Automotive Friction Fabrics
Russell Mfg Co The — Middletown

Automotive Parts
Eis Manufacturing Co (Hydraulic and Mechanical) — Middletown

Automotive & Service Station Equipment
Raybestos Div of Raybestos-Manhattan Inc The (brake service machinery) — Bridgeport
Scovill Manufacturing Company (Canned Oil Dispensers) — Waterbury 91

Automotive Tools
Eis Manufacturing Company — Middletown

Badges and Metals
Waterbury Companies Inc — Waterbury

Bags—Paper
American Paper Goods Company The — Kensington

Bakelite Moldings
Watertown Mfg Co The — Watertown

Balls
Abbott Ball Co The (steel bearing and burnishing) — Hartford
Hartford Steel Ball Co The (steel bearing and burnishing, brass, bronze, monel, stainless aluminum) — Hartford
Kilian Steel Ball Corp The — Hartford

Banbury Mixers
Farrel-Birmingham Company Inc — Ansonia

Barrels
Abbott Ball Co The (burnishing and tumbling) — Hartford
Hartford Steel Ball Co The (tumbling) — Hartford

Bathroom Accessories
Autoyre Company The — Oakville
Charles Parker Co The — Meriden

Bath Tubs
Dextone Company — New Haven

Batteries
Bond Electric Corporation Divison of Olin Industries Inc (flashlight, radio, hearing aid and others) — New Haven
Winchester Repeating Arms Co Division of Olin Industries Inc (flashlight, radio, hearing aid and others) — New Haven

Bearings
Fafnir Bearing Co (ball) — New Britain
New Departure Div of General Motors (ball) — Bristol
Norma-Hoffmann Bearings Corp (ball and roller) — Stamford

Bellows
Bridgeport Thermostat Company Inc (metallic) — Bridgeport

Bellows Assemblies
Bridgeport Thermostat Company Inc — Bridgeport

Bellows Shaft Seal Assemblies
Bridgeport Thermostat Company Inc — Bridgeport

Bells
Bevin Brothers Mfg Co. — East Hampton
Gong Bell Co The — East Hampton
Gaynor Electric Company Inc (and buzzers) — Bridgeport
N N Hill Brass Co The — East Hampton

Belt Fasteners
Bristol Company The — Waterbury
Saling Manufacturing Company (patented self-aligning) — Unionville

Belting
Hartford Belting Co — Hartford
Russell Mfg Co The — Middletown
Thames Belting Co The — Norwich

Benches
Charles Parker Co The (piano) — Meriden

Bends—Pipe or Tube
National Pipe Bending Co The — 160 River St New Haven

Bent Wood Products
Sorensen & Peters Inc — Pawcatuck

Bicycle Coaster Brakes
New Departure Div General Motors Corp — Bristol

Bicycle Sundries
New Departure Div General Motors Corp — Bristol

Binders Board
Colonial Board Company — Manchester

Biological Products
Ernst Bischoff Company Inc — Ivoryton

Blacking Salts for Metals
Mitchell-Bradford Chemical Co — Bridgeport

Blades
Capewell Manufacturing Company Metal Saw Division (hack saw and band saw) — Hartford

Blankets—Automatic
General Electric Company — Bridgeport

Bleaching, Dyeing, Printing & Finishing
Glasgo Finishing Co The — Glasgo
United States Finishing Company The (textile fabrics) — Norwich

Blocks
Howard Company (cupola fire clay) — New Haven

Blower Fans
Colonial Blower Company — Plainville
Spencer Turbine Co The — Hartford

Blower Systems
Colonial Blower Company — Plainville
Ripley Co — Middletown

Blueprints and Photostats
Joseph Merritt & Co — Hartford

Boilers
Bigelow Co The — New Haven
Petroleum Heat & Power Co (domestic only) — Stamford

Bolts and Nuts
Blake & Johnson Co The (nuts machine screw-bolts, stove) — Waterville
Clark Brothers Bolt Co — Millidale
O K Tool Co Inc The (T-Slot) — 33 Hull St Shelton

Bonderizing
Clairglow Mfg Company — Portland

Bottle Openers
Scovill Mfg Co (steel, anodized aluminum) — Waterbury

Box Board
Lydall & Foulds Paper Co The — Manchester
National Folding Box Co Inc — New Haven
New Haven Pulp & Board Co — New Haven
Robertson Paper Box Co — Montville
Robert Gair Co — Portland

Boxes
Airline Manufacturing Company (steel cash, bond, security and mail boxes) — Warehouse Point
Clairglow Mfg Company (metal) — Portland
Merriam Mfg Co (steel cash, bond, security, fitted tool and tackle boxes) — Durham
Robert Gair Co (corrugated and solid fibre shipping containers) — Portland

Boxes and Crates
City Lumber Co of Bridgeport Inc The — Bridgeport

Boxes—Paper—Folding
Atlantic Carton Corp — Norwich
Bridgeport Paper Box Co — Bridgeport
Carpenter-Hayes Paper Box Co Inc The — East Hampton
Folding Cartons Incorporated (paper, folding) — Versailles
M S Dowd Carton Co — Groton
National Folding Box Co Inc (paper folding) — New Haven
New Haven Pulp & Board Co The — New Haven
Robertson Paper Box Co — Montville
Robert Gair Co — Portland
S Curtis & Sons Inc — Sandy Hook
Warner Brothers Company The — Bridgeport

Boxes—Paper—Setup
Bridgeport Paper Box Co — Bridgeport
Heminway Corporation The — Waterbury
Strouse Adler Company The — New Haven

Braided Fiberglass Sleeving
Ansonia O & C Co — Ansonia

Brake Cables
Eis Manufacturing Co — Middletown

Brake Linings
Raybestos Div of Raybestos-Manhattan Inc The (automotive and industrial) — Bridgeport
Russell Mfg Co The — Middletown

Brake Service Parts
Eis Manufacturing Co — Middletown

Brass & Bronze
American Brass Co The (sheet, wire, rods, tubes) — Waterbury
Bridgeport Brass Company (sheet, rod, wire and tubing) — Bridgeport
Bristol Brass Corp The (sheet, wire, rods) — Bristol
Chase Brass & Copper Co — Waterbury
Miller Company The (phosphor bronze and brass in sheets, strips, rolls) — Meriden
Plume & Atwood Mfg Co The (sheet, wire, rod) — Thomaston
Scovill Manufacturing Company — Waterbury 91
Tinsheet Metals Co The (sheets and rolls) — Waterbury
Western Brass Mills Division of Olin Industries Inc (sheet, strip) — New Haven

(Advt.)

IT'S MADE IN CONNECTICUT

Brass & Bronze Ingot Metal
Plume & Atwood Mfg Co The — Thomaston
Whipple and Choate Company The — Bridgeport

Brass, Bronze & Aluminum Castings
Victors Brass Foundry Inc — Guilford

Brass Goods
American Brass Company The — Waterbury
Plume & Atwood Mfg Co The (to order) — Waterbury
Rostand Mfg Co The (Ecclesiastical Brass Wares) — Milford
Scovill Manufacturing Company (to order) — Waterbury 91
Western Brass Mills Division of Olin Industries Inc (to order) — New Haven

Brass Mill Products
American Brass Company The — Waterbury
Bridgeport Brass Co — Bridgeport
Chase Brass & Copper Co — Waterbury
Plume & Atwood Mfg Co The — Thomaston
Scovill Manufacturing Company — Waterbury 91
Western Brass Mills Division of Olin Industries Inc — New Haven

Brass Wall Plates
Gaynor Electric Company Inc — Bridgeport

Brick—Building
Donnelly Brick Co The — New Britain

Bricks—Fire
Howard Company — New Haven

Bright Wire Goods
Sargent & Company (Screw Eyes, Screw Hooks, Cup Hooks, Hooks and Eyes, C H Hooks) — New Haven

Broaching
Hartford Special Machinery Co The — Hartford

Brooms—Brushes
Fuller Brush Co The — Hartford

Buckles
B Schwanda & Sons — Staffordville
G E Prentice Mfg Co The — Kensington
Hatheway Mfg Co The (Dee Rings) — Bridgeport
Hawie Mfg Co The — Bridgeport
John M Russell Mfg Co Inc — Naugatuck
North & Judd Manufacturing Co — New Britain
Patent Button Co The — Waterbury

Buffing Compounds
Roberts Rouge Co The — Stratford

Buffing & Polishing Compositions
Apothecaries Hall Co — Waterbury
Lea Mfg Co — Waterbury

Buffing Wheels
Williamsville Buff Div The Bullard Clark Company — Danielson

Burners
Plume & Atwood Mfg Co The (kerosene oil lighting) — Waterbury

Burners—Automatic
Peabody Engineering Corporation — Stamford

Burners—Coal and Oil
Peabody Engineering Corporation (Combined) — Stamford

Burners—Gas
Peabody Engineering Corporation (Blast Furnace) — Stamford

Burners—Gas and Oil
Peabody Engineering Corporation (Combined) — Stamford

Burners—Refinery
Peabody Engineering Corporation (For Gas and Oil) — Stamford

Buttons
B Schwanda & Sons — Staffordville
Colt's Manufacturing Company — Hartford
L C White Company The — Waterbury
Frank Parizek Manufacturing Co The — West Willington
Patent Button Co The — Waterbury
Scovill Manufacturing Company (Uniform and Tack Fasteners) — Waterbury 91

Cabinets
Charles Parker Co The (medicine) — Meriden

Cabinet Work
Hartford Builders Finish Co — Hartford

Cable—Asbestos Insulated
Rockbestos Products Corp — New Haven

Cable—BX Armored
General Electric Company — Bridgeport

Cable—Nonmetallic Sheather
General Electric Company — Bridgeport

Cable—Service Entrance
General Electric Company — Bridgeport

Cages
Andrew B Hendryx Co The (bird and animal) — New Haven

Cams
American Cam Company Inc — Hartford
Hartford Special Machinery Co The — Hartford
Rowbottom Machine Company Inc — Waterbury

Canvas Products
F B Skiff Inc — Hartford

Capacitors
Electro Motive Mfg Co Inc The (mica & trimmer) — Willimantic

Card Clothing
Standard Card Clothing Co The (for textile mills) — Stafford Springs

Carpenter's Tools
Sargent & Company (Planes, Squares, Plumb Bobs, Bench Screws, Clamps and Saw Vises) — New Haven

Carpet Cushion
Sponge Rubber Products Co Inc — Shelton

Carpets and Rugs
Bigelow-Sanford Carpet Co — Thompsonville

Casters
Bassick Company The (Industrial and General) — Bridgeport

Casters—Industrial
George P Clark Co — Windsor Locks

Castings
Bradley & Hubbard Mfg Co The (grey iron, brass, bronze, aluminum) — Meriden
Connecticut Foundry Co (grey iron) — Rocky Hill
Connecticut Malleable Castings Co (malleable iron castings) — New Haven
Charles Parker Co The (grey iron) — Meriden

Castings
Eastern Malleable Iron Company The (malleable iron, metal and alloy) — Naugatuck
Farrel-Birmingham Company Inc (Meehanite, Nodular Iron, Steel) — Ansonia
Gillette-Vibber The (grey iron, brass, bronze, aluminum, also Bronze Bushing Stock) — New London
Plainville Casting Company (gray, alloy and high tensile irons) — Plainville
John M Russell Mfg Co Inc (brass, bronze and aluminum) — Naugatuck
Malleable Iron Fittings Co (malleable iron and steel) — Branford
McLagon Foundry Co (grey iron) — New Haven
Newton-New Haven Co (zinc and aluminum) — 688 Third Ave West Haven
Philbrick-Booth & Spencer Inc (grey iron) — Hartford
Scovill Manufacturing Company (Brass & Bronze) — Waterbury 91
Sessions Foundry Co The (grey iron) — Bristol
Union Mfg Co (grey iron & semi steel) — New Britain
Waterbury Foundry Company The (highway & sash weights) — Waterbury
Wilcox Crittenden & Co Inc (gray iron and brass) — Middletown

Castings—Permanent Mould
Bradley & Hubbard Mfg Co The (zinc and aluminum) — Meriden

Chain
John M Russell Mfg Co Inc — Naugatuck

Chain—Welded and Weldless
Bridgeport Chain & Mfg Co — Bridgeport

Chain—Bead
Bead Chain Mfg Co The — Bridgeport
H G H Products Co Inc — Shelton

Chemical Manufacturing
Carwin Company The — North Haven

Chemicals
American Cyanamid Company — Waterbury
Apothecaries Hall Co — Waterbury
Carwin Company The — North Haven
Edcan Laboratories — South Norwalk
Macalaster Bicknell Company — New Haven
MacDermid Incorporated — Waterbury
Naugatuck Chemical Division United States Rubber Co — Naugatuck
Pfizer & Co Inc Chas — Groton

Chemicals—Agricultural
Naugatuck Chemical Division United States Rubber Co (insecticides, fungicides, weed killers) — Naugatuck

Chemicals—Aromatic
Naugatuck Chemical Division United States Rubber Co — Naugatuck

Chemicals—Rubber
Robert J King Company Inc The — Norwalk

Christmas Light Clips
Foursome Manufacturing Company (various sizes and styles) — Bristol

Chromium Plating
Chromium Corp of America — Waterbury
Chromium Process Company The — Shelton
Nutmeg Chrome Corporation — Hartford

Chucks
Cushman Chuck Co The — Hartford

Chucks & Face Plate Jaws
Union Mfg Co — New Britain

Chucks—Power Operated
Cushman Chuck Co The — Hartford

Clay
Howard Company (Fire Howard "B" and High Temperature Dry) — New Haven

Cleansing Compounds
MacDermid Incorporated — Waterbury

Clock Mechanisms
Lux Clock Mfg Co The — Waterbury

Clocks
E Ingraham Co The — Bristol
Seth Thomas Clocks — Thomaston
United States Time Corporation The — Waterbury

Clocks—Alarm
Lux Clock Mfg Co The — Waterbury
New Haven Clock and Watch Co The (spring & electric) — New Haven
William L. Gilbert Clock Corporation The — Winsted

Clocks—Automatic Cooking
Lux Clock Mfg Co The — Waterbury

Clutches
Snow-Nabstedt Gear Corp The — New Haven

Clutch Facings
Russell Mfg Co The — Middletown

Clutch—Friction
Raybestos Div of Raybestos-Manhattan Inc The (clutch facings—molded, woven, fabric, metallic) — Bridgeport

Coffee Makers
General Electric Company — Bridgeport

Coils—Pipe or Tube
National Pipe Bending Co The — 160 River St New Haven
Whitlock Manufacturing Co The — Hartford

Coin Tokens
Waterbury Companies Inc — Waterbury

Commercial Heat Treating
A F Holden Company The — 52 Richard St West Haven

Commercial Truck Bodies
Metropolitan Body Company — Bridgeport

Compressors
Norwalk Company Inc (high pressure air and gas) — South Norwalk

Concrete Products
Plastricrete Corp — Hamden

Cones
Sonoco Products Co (Climax-Lowell Div) (Paper) — Mystic

Consulting Engineers
Stanley P Rockwell Co Inc The (Consulting) — 296 Homestead Ave — Hartford

Contract Machining
Malleable Iron Fittings Company — Branford

Contract Manufacturers
Greist Mfg Co The (metal parts and assemblies) — 503 Blake St — New Haven
Merriam Mfg Co (production runs—metal boxes and containers to specifications) — Durham
Plume & Atwood Mfg Co The (metal parts & assemblies) — Waterbury
Scovill Manufacturing Company (metal parts and assemblies) — Waterbury 91
J H Sessions & Son — Bristol

Controllers
Bristol Company The — Waterbury
Manning Maxwell & Moore Inc — Bridgeport

Conversion Gas Range
Bland Burner Co The — Hartford

Conversion Oil Range Burner
Bland Burner Co The — Hartford

Conveyor Systems
Leeds Electric and Mfg Co The — Hartford
Production Equipment Co — Meriden

Copper
American Brass Corp The (sheet, wire, rods, tubes) — Waterbury
Bridgeport Brass Company (sheet, rod, wire and tubing) — Bridgeport
Bristol Brass Corp The (sheet) — Bristol
Chase Brass & Copper Co (sheet, rod, wire tube) — Waterbury
Thinsheet Metals Co The (sheets and rolls) — Waterbury
Western Brass Mills Division of Olin Industries Inc (sheet, strip) — New Haven

Copper Sheets
American Brass Company The — Waterbury
New Haven Copper Co The — Seymour

Copper Shingles
New Haven Copper Co The — Seymour

Copper Water Tube
American Brass Company The — Waterbury
Bridgeport Brass Co — Bridgeport

Cords—Asbestos
General Electric Company — Bridgeport

Cords—Braided
General Electric Company — Bridgeport

Cords—Heater
General Electric Company — Bridgeport

Cords—Portable
General Electric Company — Bridgeport

Cord Sets
General Electric Company — Bridgeport

Cork Cots
Sonoco Products Co (Climax-Lowell Div) — Mystic

Corrugated Box Manufacturers
Danbury Square Box Co The — Danbury (Advt.)

Corrugated Shipping Cases
Connecticut Corregated Box Div Robert Gair Co Inc Portland
D L & D Container Corp 87 Shelton Ave New Haven

Cosmetic Containers
Eyelet Specialty Co The Waterbury
Plume & Atwood Mfg Co The (metal) Waterbury

Cosmetics
J B Williams Co The Glastonbury
Northam Warren Corporation Stamford

Cotton and Asbestos Wicking
Bland Burner Co The Hartford

Cotton Yarn
Floyd Cranska Co The Moosup

Counting Devices
Veeder-Root Inc Hartford

Couplings—Self-Sealing
Sperry Products Inc Danbury

Crushers
Farrel-Birmingham Company Inc (Stone and Ore) Ansonia

Cups—Paper
American Paper Goods Company The ("Puritan") Kensington

Cut Stone
Dextone Co The New Haven

Cutters
Barnes Tool Company The (pipe cutters, hand) New Haven
O K Tool Co Inc The (inserted tooth milling) 33 Hull St Shelton
Standard Machinery Co The (rotary board, single and duplex) Mystic

Delayed Action Mechanism
M H Rhodes Inc Hartford
R W Cramer Company Inc The Centerbrook

Diamonds—Industrial
Diamond Tool and Die Works Hartford

Dictating Machines
Dictaphone Corporation Bridgeport
Gray Manufacturing Company The Hartford
Soundscriber Corporation The New Haven

Die Castings
Newton-New Haven Co Inc New Haven

Die Casting Dies
ABA Tool & Die Co Manchester
Parker Stamp Works Inc The Hartford
Weimann Bros Mfg Co The Derby

Die Castings (Aluminum & Zinc)
Corbin Cabinet Lock Div American Hardware Corp New Britain

Die-Heads—Self Opening
Eastern Machine Screw Corp The Truman & Barclay Sts New Haven
Geometric Tool Co The New Haven

Die Polishing Machinery
Hartford Special Machinery Co The Hartford

Die Sets
Union Mfg Co (precision, steel and semi-steel) New Britain

Dies
Hoggson & Pettis Mfg Co The 141 Brewery St. New Haven
Parker Stamp Works Inc The (plastics and die castings) Hartford

Dies and Die Sinking
Consolidated Industries West Cheshire

Dish Washing Machines
Colt's Manufacturing Company Hartford

Disk Harrows
Orkil Inc—Cutaway Harrow Division Higganum

Door Closers
P & F Corbin Division The American Hardware Corp New Britain
Sargent & Company New Haven
Yale & Towne Manufacturing Company The Stamford

Dowel Pins
Allen Manufacturing Co The Hartford

Drafting Accessories
Joseph Merritt & Co Hartford

Drilling Machines
Henry & Wright Manufacturing Company The (sensitive) Hartford

Drilling and Tapping Machinery
Hartford Special Machinery Co The Hartford

Drop Forgings
Atwater Mfg Co Plantsville
Bridgeport Hdwe Mfg Corp The Bridgeport
Capewell Mfg Company Hartford
Consolidated Industries West Cheshire
Wilcox Crittenden & Co Inc Middletown

Druggists' Rubber Sundries
Seamless Rubber Company The New Haven

Edged Tools
Collins Co The (axes and other edged tools) Collinsville

Elastic Braid
Ansonia O & C Co Ansonia

Elastic Webbing
Ansonia O & C Co Ansonia
Russell Mfg Co The Middletown

Electric Appliances
General Electric Company Bridgeport

Electric Cables
Rockbestos Products Corp (asbestos insulated) New Haven

Electric Circuit Breakers
Trumbull Electric Mfg Co The Plainville

Electric—Commutators & Segments
Cameron Elec Mfg Co The (rewinding motors) Ansonia

Electric Cords
Rockbestos Products Corp (asbestos insulated) New Haven

Electric Eye Control
United Cinephone Corporation Torrington

Electric Fixture Wire
Rockbestos Products Corp (asbestos insulated) New Haven

Electric Hand Irons
Winsted Hardware Mfg Co (trade mark "Durabilt") Winsted

Electric Insulation
Case Brothers Inc Manchester
Rogers Corporation The Manchester

Electric Knife Sharpeners
Gorn Electric Company Inc The Stamford

Electric Lighting Fixtures
Plume & Atwood Mfg Co The Waterbury

Electric Motor Controls
Arrow-Hart & Hegeman Electric Co The Hartford

Electrical Outlet and Switch Boxes, and Covers
General Electric Company Bridgeport

Electric Panel Boards
Federal Electric Products Co Inc Hartford
Trumbull Electric Mfg Co The Plainville

Electric Safety Switches
Federal Electric Products Co Inc Hartford
Trumbull Electric Mfg Co The Plainville

Electric Shavers
Schick Incorporated Stamford

Electric Signs
United Advertising Corp New Haven

Electric Switches
Arrow-Hart & Hegeman Electric Co The Hartford

Electric Time Controls
R W Cramer Company Inc The Centerbrook

Electric Timepieces
New Haven Clock and Watch Co The (automobile and alarm) New Haven

Electric Wire
Rockbestos Products Corp (asbestos insulated) New Haven

Electric Wiring Devices
Arrow-Hart & Hegeman Electric Co The Hartford

Electrical Circuit Breakers
Federal Electric Products Co Inc Hartford

Electrical Conduit Fittings & Grounding Specialties
Gillette-Vibber Company The New London

Electrical Control Apparatus
Federal Electric Products Co Inc Hartford
Trumbull Electric Mfg Co The Plainville

Electrical Goods
A C Gilbert Co New Haven

Electrical Insulation
Stevens Paper Mills Inc The Windsor

Electrical Motors
U S Electrical Motors Inc Milford

Electrical Recorders
Bristol Co The Waterbury

Electrical Relays and Controls
Allied Control Co Plantsville

Electrical Wiring Systems
Wiremold Co The Hartford

Electronics
Crystal Research Laboratories Inc Hartford
Gray Manufacturing Company The Hartford
Ripley Co Middletown

Electroplating
National Sherardizing & Machine Co Hartford
Waterbury Plating Company Waterbury

Electroplating—Equipment & Supplies
Enthone Inc New Haven
MacDermid Incorporated Waterbury

Electroplating Processes & Supplies
United Chromium Incorporated Waterbury

Electrotypes
W T Barnum & Co Inc (all classes) New Haven

Elevators
Eastern Machinery Co The (passenger and freight) New Haven
General Elevator Service Co Hartford

Enameling
Conn Metal Finishing Co Hamden
Waterbury Plating Company Waterbury

Enameling and Finishing
Clairglow Mfg Co Portland

Engines
Pratt & Whitney Aircraft Div United Aircraft Corp (aircraft) East Hartford
Wolverine Motor Works Inc (diesel stationary marine) Bridgeport

Envelopes
Curtis 1000 Inc Hartford
United States Envelope Company, Hartford Division Hartford

Envelopes—Stock and Special
American Paper Goods Company The Kensington

Extractors—Tap
Walton Company The West Hartford

Eyelets
American Brass Company The Waterbury
L C White Company The Waterbury
Platt Bros & Co The P O Box 1030 Waterbury
Plume & Atwood Mfg Co The Waterbury
Scovill Manufacturing Company Waterbury 91

Eyelets, Ferrules and Wiring Terminals
American Brass Company The Waterbury
Waterbury Companies Inc Waterbury

Eyelet Machine Products
American Brass Company The Waterbury
Waterville Mfg Co The (size 15 machines only) Waterville

Fabricated Alloys
Rolock Inc (Heat Treating, Finishing) Southport

Fancy Dress Buttons and Buckles
Waterbury Companies Inc Waterbury

Fans—Electric
General Electric Company Bridgeport

Fasteners—Slide & Snap
G E Prentice Mfg Co The Kensington
Scovill Manufacturing Company (snap and slide fasteners) Waterbury 91

Felt
Auburn Manufacturing Company The (mechanical, cut parts) Middletown

Felt—All Purpose
American Felt Co (Mill & Cutting Plant) Glenville
Chas W House & Sons Inc (Mills & Cutting Plant) Unionville

Fenders—Boat
Sponge Rubber Products Co Inc Shelton

Fibre Board
Case Brothers Inc Manchester
C H Norton Co The North Westchester
Rogers Corporation (Specialty) Manchester
Stevens Paper Mills Inc The Windsor

Film Spools
Watkins Manufacturing Co Inc Milford

Finger Nail Clippers
H C Cook Co The 32 Beaver St Ansonia

File Cards
Standard Card Clothing Co The Stafford Springs

Firearms
Colt's Manufacturing Company Hartford
Marlin Firearms Co The New Haven
O F Mossberg & Sons Inc New Haven
Remington Arms Company Inc Bridgeport
Winchester Repeating Arms Company Division Olin Industries Inc New Haven

Fire Hose
Fabrics Fire Hose (municipal and industrial) Sandy Hook

Fireplace Goods
American Windshield & Specialty Co The 881 Boston Post Road Milford
John P Smith Co The (screens) 423-33 Chapel St New Haven

Fireproof Floor Joists
Dextone Co The New Haven

Fireworks
M Backes' Sons Inc Wallingford

Fishing Tackle
Bevin-Wilcox Line Co The (lines) East Hampton
H C Cook Co The 32 Beaver St Ansonia
Horton Mfg Co The (reels, rods, lines) Bristol
Jim Harvey Div Local Industries Inc (nets, lures) Lakeville

Flashlights
Bond Electric Corporation Division of Olin Industries Inc New Haven
Bridgeport Metal Goods Mfg Co Bridgeport
Winchester Repeating Arms Company Division Olin Industries Inc New Haven

Floor & Ceiling Plates
Beaton & Cadwell Mfg Co The New Britain
Gaynor Electric Co Inc Bridgeport

Fluorescent Lighting Equipment
Vanderman Manufacturing Co The Willimantic
Wiremold Company The Hartford

Food Mixers—Electric
General Electric Company Bridgeport

Forgings
Clark Brothers Bolt Co Milldale
Heppenstall Co (all kinds and shapes) Bridgeport (Advt.)

IT'S MADE IN CONNECTICUT

Forgings (Continued)
Scovill Manufacturing Company (Non-ferrous) Waterbury 91

Foundries
Connecticut Malleable Castings Co (malleable iron castings) New Haven
Farrel-Birmingham Company Inc (Iron and Steel) Ansonia
Plainville Casting Company (gray, alloy and high tensile irons) Plainville
Sessions Foundry Co The (iron) Bristol
Union Mfg Co(gray iron & semi steel) New Britain
Wilcox Crittenden & Co Inc (iron, brass, aluminum and bronze) Middletown

Foundry Riddles
John P Smith Co The 423-33 Chapel St New Haven
Rolock Inc (brass, galvanized steel) Fairfield

Fuel Oil Pump and Heater Sets
Peabody Engineering Corporation Stamford

Furnaces
Norwalk Airconditioning Corp The (warm air oil fired) South Norwalk
W S Rockwell Company (Industrial) Fairfield

Furnace Linings
Mullite Refractories Co The Shelton

Furniture Pads
Gilman Brothers Company The Gilman

Fuses—Plug and Cartridge
General Electric Company Bridgeport

Gage Blocks
Fonda Gage Company (Fonda lifetime-carbide and steel) Stamford

Galvanizing
Malleable Iron Fittings Co Branford
Wilcox Crittenden & Co Inc Middletown

Galvanizing & Electrical Plating
Gillette-Vibber Co The New London

Gaskets
Auburn Manufacturing Company The (from all materials) Middletown
Raybestos Div of Raybestos-Manhattan Inc The Bridgeport

Gas Scrubbers, Coolers and Absorbers
Peabody Engineering Corporation Stamford

Gauges
Bristol Co The (pressure and vacuum—recording automatic control) Waterbury
Fonda Gage Company (special) Stamford
Helicoid Gage Division American Chain & Cable Co Inc (pressure and vacuum) Bridgeport
Manning Maxwell & Moore Inc Stratford

Gears and Gear Cutting
Farrel-Birmingham Company Inc Ansonia
Hartford Special Machinery Co The Hartford

Giftwares
Waterbury Companies Inc Waterbury

Glass Blowing
Macalaster Bicknell Company New Haven

Glass Cutters
Fletcher-Terry Co The Forestville

Golf Equipment
Horton Mfg Co The (clubs, shafts, balls, bags) Bristol

Governors
Pickering Governor Co The (speed regulating, centrifugal, hydraulic) Portland

Greeting Cards
A D Steinbach & Sons Inc New Haven

Grinding
Centerless Grinding Co Inc The (Precision custom grinding; centerless, cylindical, surfaces, internal and special) 19 Staples St Bridgeport
Farrel-Birmingham Company Inc (Roll and Cylindrical) Ansonia
Hartford Special Machinery Co The (gears, threads, cams and splines) Hartford

Grinding Machines
Farrel-Birmingham Company Inc (Roll) Ansonia
Rowbottom Machine Company Inc (cam) Waterbury

Grommets
American Brass Company The Waterbury
Plume & Atwood Mfg Co The Waterbury

Hand Tools
Bridgeport Hdwe Mfg Corp The (nail pullers, scout axes, box opening tools, trowels, coping saws, putty knives) Bridgeport
James J Ryan Tool Works The (screwdrivers, machinists' punches, cold chisels, scratch awls and nail sets) Southington

Hardness Testers
Wilson Mechanical Instrument Company Bridgeport

Hardware
Bassick Company The (Automotive) Bridgeport
P & F Corbin Division The American Hardware Corp (builders) New Britain
Sargent & Company New Haven
Wilcox Crittenden & Co Inc (marine heavy and industrial) Middletown

Hardware (Continued)
Yale & Towne Manufacturing Company The (builders) Stamford

Hardware—Marine & Bus
Rostand Mfg Co The Milford

Hardware—Trailer Cabinet
Excelsior Hardware Co The Stamford

Hardware, Trunk & Luggage
Corbin Cabinet Lock Div American Hardware Corp New Britain
J H Sessions & Son Bristol
Yale & Towne Manufacturing Company The Stamford

Hat Machinery
Doran Bros Inc Danbury

Health, Surgical & Orthopedic Supports
Berger Brothers Company The (custom made for back, breast, and abdomen) New Haven

Heat Exchangers
Whitlock Manufacturing Co The Hartford

Heat Elements
Safeway Heat Elements Inc (woven wire resistance type) Middletown

Heat Treating
A F Holden Co The 52 Richard St West Haven
Bennett Metal Treating Co The 1945 New Britain Ave Elmwood
Driscoll Wire Company The Shelton
New Britain-Gridley Machine Division The New Britain Machine Co New Britain
Stanley P Rockwell Co Inc The 296 Homestead Ave Hartford

Heat-Treating Equipment
A F Holden Company The 52 Richard Street West Haven (Main Plant)
Autoyre Company The Oakville
Rolock Inc (Baskets, Muffles, etc.) Southport
Stanley P Rockwell Co Inc The (commercial) 296 Homestead Ave Hartford
Wallace Barnes Co The Div Associated Spring Corp Bristol

Heat Treating Salts and Compounds
A F Holden Company The 52 Richard Street West Haven
Mitchell-Bradford Chemical Co Bridgeport

Heating Apparatus
Miller Company The (domestic oil burners and heating devices) Meriden

Heating and Cooling Coils
G & O Manufacturing Co New Haven

Heavy Chemicals
Naugatuck Chemical Division United States Rubber Co (sulphuric, nitric and muriatic acids and aniline oil) Naugatuck

Hex-Socket Screws
Bristol Company The Waterbury

Highway Guard Rail Hardware
Malleable Iron Fittings Co Branford

Hinges
Homer D Bronson Company Beacon Falls

Hobs and Hobbings
ABA Tool & Die Co Manchester

Hoists and Trolleys
Union Mfg Company New Britain

Home Laundry Equipment
General Electric Company Bridgeport

Hose Supporters
Ansonia O & C Co Ansonia

Hose Supporter Trimmings
Hawie Mfg Co The (So-Lo Grip Tabs) Bridgeport

Hospital Signal Systems
Connecticut Telephone & Electric Division of Great American Industries Inc Meriden

Hot Water Heaters
Petroleum Heat & Power Co (Instantaneous domestic oil burner) Stamford

Hydraulic Brake Fluids
Eis Manufacturing Co Middletown

Hydraulic Controls
Sperry Products Inc Danbury

Industrial Finishes
Chemical Coatings Corporation RockyHill
United Chromium Incorporated Waterbury
Zapon Finishes Atlas Powder Co Stamford

Industrial and Marking Tapes
Seamless Rubber Company The New Haven

Infra-Red Equipment
Leeds Electric and Mfg Co The Hartford

Insecticides
American Cyanamid Company Waterbury
Darworth Incorporated ("Coracide" DDT Dispenser) Simsbury

Insecticide Bomb
Bridgeport Brass Company (Aer*a*sol) Bridgeport

Insulated Wire Cords & Cable
Kerite Insulated Wire & Cable Co Inc The Seymour

Instruments
Bristol Company The Waterbury
J-B-T Instruments Inc (Electrical and Temperature) New Haven
Manning Maxwell & Moore Inc Bridgeport

Insulation
Gilman Brothers Co The Gilman

Insulating Refractories
Mullite Refractories Co The Shelton

Insulating Tape
Ansonia O & C Co Ansonia

Inter-Communications Equipment
Connecticut Telephone & Electric Division of Great American Industries Inc Meriden

Interval Timers
Lux Clock Manufacturing Company Waterbury
Rhodes Inc M H Hartford

Ironing Machines—Electric
General Electric Company Bridgeport

Jacquard
Case Brothers Inc Manchester

Japanning
J H Sessions & Son Bristol

Jewelry Findings
Waterbury Companies Inc Waterbury

Jig Borer
Moore Special Tool Co (Moore) Bridgeport

Jig Grinder
Moore Special Tool Co (Moore) Bridgeport

Jointing
Raybestos Div of Raybestos-Manhattan Inc The (compressed sheet) Bridgeport

Key Blanks
Corbin Cabinet Lock Div American Hardware Corp New Britain
Sargent & Company New Haven
Yale & Towne Manufacturing Company The Stamford

Labels
J & J Cash Inc (Woven) South Norwalk
Naugatuck Chemical Division United States Rubber Co (for rubber articles) Naugatuck

Label Moisteners
Better Packages Inc Shelton

Laboratory Equipment
Eastern Industries Inc New Haven

Laboratory Supplies
Macalaster Bicknell Company New Haven

Lacquers & Synthetic Enamels
Chemical Coatings Corporation Rocky Hill
Dagmar Chemical Company Inc Glenbrook
United Chromium Incorporated Waterbury
Zapon Finishes Atlas Powder Co Stamford

Ladders
A W Flint Co 196 Chapel St New Haven

Lamps
Plume & Atwood Mfg Co The (metal oil) Waterbury

Lampholders—Incandescent and Fluorescent
General Electric Company Bridgeport

Lamp Shades
Verplex Company The Essex

Lathes—Contin-U-Matic
Bullard Company The (vertical multi-spindle-continuous turning type) Bridgeport

Lathes—30H Man-Au-Trol
Bullard Company The (horizontal 3 spindle) Bridgeport

Lathes—Mult-Au-Matic
Bullard Company The (vertical multi-spindle-indexing type) Bridgeport

Lathes—Vertical Turret
Bullard Company The (single spindle) Bridgeport

Laundry Roll Covers
Atlas Powder Company (Revolite) Stamford

Lead Plating
Christie Plating Co The Groton

Leather
Herman Roser & Sons Inc (Genuine Pigskin) Glastonbury
Geo A Shepard & Sons Co The (sheepskin, shoe upper, garment, grain and suede) Bethel

Leather Dog Furnishings
Andrew B Hendryx Co The New Haven

Leather Goods Trimmings
G E Prentice Mfg Co The Kensington

Leather, Mechanical
Auburn Manufacturing Company The (packings, cubs, washers, etc) Middletown

Letterheads
Lehman Brothers Inc (designers, engravers, lithographers) New Haven

Lighting Accessories—Fluorescent
General Electric Company Norfolk

Lights—Trouble
General Electric Company Bridgeport

Lighting Equipment
Miller Co The (Miller, Duplexalite, Ivanhoe) Meriden
United Manufacturing Co New Haven

Lipstick Containers
Bridgeport Metal Goods Mfg Co Bridgeport

Lithographing
Kellogg & Bulkeley A Division of Connecticut Printers Inc Hartford
New Haven Printing Company The New Haven
A D Steinbach & Sons New Haven

Locks—Banks
Yale & Towne Manufacturing Company The Stamford

Locks—Builders
P & F Corbin Division The American Hardware Corp New Britain
Sargent & Company New Haven
Yale & Towne Manufacturing Company The Stamford

Locks—Cabinet
Corbin Cabinet Lock Div American Hardware Corp New Britain
Excelsior Hardware Co The Stamford
Yale & Towne Manufacturing Company The Stamford

Locks—Special Purpose
Yale & Towne Manufacturing Company The Stamford

Locks—Suit-Case and Trimmings
Corbin Cabinet Lock Div American Hardware Corp New Britain
Excelsior Hardware Co The Stamford

Locks—Trunk
Yale & Towne Manufacturing Company The Stamford
Excelsior Hardware Co The Stamford
Yale & Towne Manufacturing Company The (and suitcase) Stamford

Locks—Zipper
Excelsior Hardware Co The Stamford

Loom—Non-Metallic
Wiremold Company The Hartford

Luggage Fabric
Falls Company The Norwich

Lumber & Millwork Products
City Lumber Co of Bridgeport Inc Bridgeport

Machine Tools
Bullard Company The Bridgeport

Machine Work
Farrel-Birmingham Company Inc Ansonia
Fenn Manufacturing Company The (precision parts) Hartford
Hartford Special Machinery Co The (contract work only) Hartford
National Sherardizing & Machine Co (job) Hartford
Parker Stamp Works Inc The (Special) Hartford
Swan Tool & Machine Co The Hartford
Torrington Manufacturing Co The (special rolling mill machinery) Torrington

Machinery
Fenn Manufacturing Company The (Special) Hartford
Globe Tapping Machine Company (dial type drilling and tapping) Bridgeport
Hallden Machine Company The (mill) Thomaston
Standard Machinery Co The (bookbinders) Mystic
Torrington Manufacturing Co The (mill) Torrington

Machinery—Bolt and Nut
Waterbury Farrel Foundry & Machine Co The Waterbury

Machinery—Cold Heading
Waterbury Farrel Foundry & Machine Co The Waterbury

Machinery Dealers & Rebuilders
Botwinik Brothers New Haven
J L Lucas and Son Fairfield

Machinery—Metal-Working
Bristol Metal-Working Equipment Hartford
Waterbury Farrel Foundry & Machine Co The Waterbury

Machinery—Nut
Waterbury Farrel Foundry & Machine Co The (forming and tapping) Waterbury

Machinery—Screw and Rivet
Waterbury Farrel Foundry & Machine Co The Waterbury

Machinery—Wire Drawing
Waterbury Farrel Foundry & Machine Co The Waterbury

Machines
Campbell Machine Div American Chain & Cable Co Inc (cutting & nibbling) Bridgeport
Coulter & McKenzie Machine Co The (special, new develpoment engineering design and construction) Bridgeport
Patent Button Company The Waterbury

Machines—Automatic
A H Nilson Mach Co The (Special) Bridgeport

Machines—Automatic Chucking
Bullard Company The Bridgeport
New Britain-Gridley Machine Division The New Britain Machine Co. (multiple spindle and double end) New Britain

Machines—Automatic Screw
New Britain-Gridley Machine Division The New Britain Machine Co (single and multiple spindle) New Britain

Machines—Automatic Shaft Turning
Bullard Company The (30H lathe—horizontal 3 spindle) Bridgeport

Machines—Conveyor
Bullard Company The (Bullard-Dunn rotary conveyor indexing type) Bridgeport

Machines—Contin-U-Matic
Bullard Company The (vertical multi-spindle—continuous turning) Bridgeport

Machines—Draw Benches
Fenn Manufacturing Company The Hartford

Machines—Drill Spacing
Bullard Company The (Man-Au-Trol spacer—used in conjunction with radial drills) Bridgeport

Machines—Drop Hammers
Fenn Manufacturing Company The Hartford

Machines—Forming
A H Nilson Mach Co The (four-slide wire and ribbon stock) Bridgeport

Machines—Mult-Au-Matic
Bullard Company The Bridgeport

Machines—Paper Ruling
John McAdams & Sons Inc Norwalk

Machines—Precision Boring
New Britain-Gridley Machine Division The New Britain Machine Co New Britain

Machines—Rolling
Fenn Manufacturing Company The Hartford

Machines—Slotting
Waterbury Farrel Foundry & Machine Co The (screw head) Waterbury

Machines—Swaging
Fenn Manufacturing Company The Hartford

Machines—Thread Rolling
Hartford Special Machinery Co The Hartford
Waterbury Farrel Foundry & Machine Co The Waterbury

Machines—Turks Head
Fenn Manufacturing Company The Hartford

Machines—Well Drilling
Consolidated Industries West Cheshire

Machines—Wire Drawing
Fenn Manufacturing Company The Hartford

Mail Boxes
Airline Manufacturing Company The Warehouse Point

Mail Boxes, Apartment & Residential
Corbin Cabinet Lock Div American Hardware Corp New Britain

Mailing Machines
Pitney-Bowes Inc Stamford

Manicure Instruments
W E Bassett Company The Derby

Manganese Bronze Ingot
Whipple and Choate Company Bridgeport

Marine Engines
Kilborn-Sauer Company (running lights and searchlights) Fairfield
Lathrop Engine Co The Mystic

Marine Equipment
Wilcox Crittenden & Co Inc Middletown

Marine Reverse Gears
Snow-Nabstedt Gear Corp The New Haven

Marking Devices
Hoggson & Pettis Mfg Co The New Haven
Parker Stamp Works Inc The (steel) Hartford

Matrices
W T Barnum & Co Inc New Haven

Mattresses
Waterbury Mattress Co Waterbury

Mechanics Hand Tools
Bridgeport Hdwe Mfg Corp The (screw drivers, wrenches, pliers, cold chisels, hammers, auto repair tools) Bridgeport

Metal Cleaners
Apothecaries Hall Co Waterbury
MacDermid Incorporated Waterbury

Metal Cleaning Machines
Colt's Manufacturing Company Hartford

Metal Finishes
Mitchell-Bradford Chemical Co Bridgeport
United Chromium Incorporated Waterbury

Metal Finishing
National Sherardizing & Machine Co Hartford
Waterbury Plating Company Waterbury

Metal Formings
Master Engineering Company West Cheshire

Metalizing
Conn Metal Finishing Co Hamden

Metal Novelties
H C Cook Co The 32 Beaver St Ansonia

Metal Products—Stampings
American Brass Company The Waterbury
J H Sessions & Son Bristol
Scovill Maunfacturing Company (Made-to-Order) Waterbury 91

Metal Specialties
Excelsior Hardware Co The Stamford

Metal Stampings
American Brass Company The Waterbury
Autoyre Co The (Small) Oakville
Bridgeport Chain & Mfg Co Bridgeport
DooVal Tool & Mfg Inc The Naugatuck
Excelsior Hardware Co The Stamford
Greist Mfg Co The 503 Blake St New Haven
H C Cook Co The 32 Beaver St Ansonia
Master Engineering Company West Cheshire
J A Otterbein Company The (metal fabrications) Middletown
J H Sessions & Son Bristol
Patent Button Co The Waterbury
G E Prentice Mfg Co The Kensington
Plume & Atwood Mfg Co The Waterbury
Saling Manufacturing Company Unionville
Stanley Works The New Britain
Swan Tool & Machine Co The Hartford
Verplex Company The (Contract) Essex
Waterbury Lock & Specialty Co The Milford

Meters—Gas
Sprague Meter Company Bridgeport

Meters—Parking
Rhodes Inc M H Hartford

Microscope—Measuring
Lundeberg Engineering Company Hartford

Milk Bottle Carriers
John P Smith Co The 423-33 Chapel St New Haven

Millwork
Hartford Builders Finish Co Hartford

Millboard
Raybestos Div of Raybestos-Manhattan Inc The (asbestos) Bridgeport

Milling Machines
Rowbottom Machine Company Inc (cam) Waterbury

Mill Supplies
Wilcox Crittenden & Co Inc Middletown

Minute Minders
Lux Clock Mfg Co The Waterbury

Mirror Rosettes and Hangers
Waterbury Companies Inc Waterbury

Mixing Equipment
Eastern Industries Inc New Haven

Monuments
Beij & Williams Co The Hartford

Motor Switches
Gaynor Electric Company Inc Bridgeport

Moulded Plastic Products
Colt's Manufacturing Company Hartford
Patent Button Co The Waterbury
Waterbury Companies Inc Waterbury
Watertown Mfg Co The 117 Echo Lake Road Watertown

Mouldings
Himmel Brothers Co The (architectural, metal and store front) Hamden

Moulds
ABA Tool & Die Co Manchester
Hoggson & Pettis Mfg Co The (steel) 114 Brewery St New Haven
Lundeberg Engineering Company (plastics) Hartford
Parker Stamp Works Inc The (compression injection & transfer for plastics) Hartford
Sessions Foundry Co The (heat resisting for non-ferrous metals) Bristol

Napper Clothing
Standard Card Clothing Co The (for textile mills) Stafford Springs

Nickel Anodes
Apothecaries Hall Co Waterbury
Seymour Mfg Co The Seymour

Nickel Silver
American Brass Company The Waterbury
Plume & Atwood Mfg Co The Thomaston
Seymour Mfg Co The Seymour
Waterbury Rolling Mills Inc (sheets, strips, rolls) Waterbury
Western Brass Mills Division of Olin Industries Inc (sheet, strip) New Haven

Nickel Silver Ingot
Whipple and Choate Company The Bridgeport

Night Latches
P & F Corbin Division The American Hardware Corp New Britain
Sargent & Company New Haven
Yale & Towne Manufacturing Company The Stamford

Non-ferrous Metal Castings
Miller Company The Meriden

Nuts, Bolts and Washers
Clark Brothers Bolt Co Milldale
(Advt.)

IT'S MADE IN CONNECTICUT

Office Equipment
Pitney-Bowes Inc Stamford
Underwood Corporation Bridgeport & Hartford

Offset Printing
Kellogg & Bulkeley A Division of Connecticut Printers Inc Hartford
New Haven Printing Company The New Haven

Oil Burners
Malleable Iron Fittings Co (domestic) Branford
Miller Company The (domestic) Meriden
Peabody Engineering Corp (Mechanical and /or Steam Atomizer Stamford
Petroleum Heat & Power Co (domestic,commercial and industrial) Stamford
Silent Glow Oil Burner Corp The 1477 Park St Hartford
W S Rockwell Company (Industrial) Fairfield

Oil Burner Wick
Raybestos Div of Raybestos-Manhattan Inc The Bridgeport

Oil Tanks
Norwalk Tank Co The (550 to 30M gals, underwriters above and under ground) South Norwalk
Whitlock Manufacturing Co The Hartford

Optical Cores & Ingots
Plume & Atwood Mfg Co The Thomaston

Outlets—Electric
General Electric Company Bridgeport

Ovens
W S Rockwell Company (Industrial) Fairfield

Package Sealers
Better Packages Inc Shelton

Packing
Auburn Manufacturing Company The (leather, rubber, asbestos, fibre) Middletown
Raybestos Div of Raybestos-Manhattan Inc The (rubber sheet and automotive) Bridgeport

Padlocks
Corbin Cabinet Lock Div American Hardware Corp New Britain
Sargent & Company New Haven
Yale & Towne Manufacturing Company The Stamford
Waterbury Lock & Specialty Co The Milford

Paints and Enamels
Staminate Corp The New Haven
Tredennick Paint Mfg Co The Meriden

Pants
Moore Special Tool Co (crush wheel dresser) Bridgeport

Paperboard
Connecticut Corrugated Box Div Robert Gair Co Inc Portland
New Haven Pulp & Board Co The New Haven
Robertson Paper Box Co Montville

Paper Boxes
Atlantic Carton Corp (folding) Norwich
National Folding Box Co Inc (folding) New Haven
New Haven Pullp & Board Co The New Haven
Robertson Paper Box Co (folding) Montville

Paper Boxes—Folding and Setup
Bridgeport Paper Box Company Bridgeport
M Backes' Sons Inc Wallingford
Warner Brothers Company The Bridgeport

Paper Clips
H C Cook Co The (steel) 32 Beaver St Ansonia

Paper Mill Machinery
Farrel-Birmingham Company Inc Ansonia

Paper Tubes and Cores
Sonoco Products Co (Climax-Lowell Div) Mystic

Parallel Tubes
Sonoco Products Co (Climax-Lowell Div) Mystic

Parkerizing
Clairglow Mfg Company Portland

Parking Meters
Rhodes Inc M H Hartford

Pattern-Makers
Farrel-Birmingham Company Inc Ansonia

Penlights
Bridgeport Metal Goods Mfg Co Bridgeport

Pet Furnishings
Andrew B Hendryx Co The New Haven

Pharmaceutical Specialties
Ernst Bischoff Company Inc Ivoryton

Phosphor Bronze
American Brass Company The Waterbury
Müller Company The (sheets, strips, rolls) Meriden
Seymour Mfg Co The Seymour
Waterbury Rolling Mills Inc (sheets, strips, rolls) Waterbury
Western Brass Mills Division of Olin Industries Inc (sheet, strip) New Haven

Phosphor Bronze Ingots
Whipple and Choate Company The Bridgeport

Photographic Equipment
Kalart Company Inc Plainville

Photo Reproduction
New Haven Printing Company The New Haven

Piano Repairs
Pratt Read & Co Inc (keys and action) Ivoryton

Piano Supplies
Pratt Read & Co (keys and actions, backs, plates) Ivoryton

Pile Fabrics
Sidney Blumenthal & Co Inc (For furniture, automobiles, railroads, women's wear, toys) Shelton

Pin Up Lamps
Verplex Company The Essex

Pipe
American Brass Co The (brass and copper) Waterbury
Bridgeport Brass Co (brass & copper) Bridgeport
Chas Brass & Copper Co (red brass and copper) Waterbury
Crane Company (fabricated) Bridgeport
Howard Co (cement well and chimney) New Haven

Pipe Fittings
Corley Co Inc The (300# AAR) Plainville
Malleable Iron Fittings Co Branford

Pipe Plugs
Holo-Krome Screw Corporation The (countersunk) West Hartford

Plastics
Naugatuck Chemical Division United States Rubber Co Naugatuck
Sponge Rubber Products Co Inc (expanded cellular) Shelton

Plastic Buttons
Colt's Manufacturing Company Hartford
Frank Parizek Manufacturing Co The West Willington
Waterbury Companies Inc Waterbury
Patent Button Co The Waterbury

Plastic Gems
Colt's Manufacturing Company Hartford

Plastics Machinery
Farrel-Birmingham Company Inc Ansonia

Plastic—Moulders
Colt's Manufacturing Company Hartford
Conn Plastics Waterbury
General Electric Company Meriden
Geo S Scott Mfg Co The Wallingford
Waterbury Companies Inc Waterbury
Watertown Mfrg Co The Watertown

Plastics—Moulds & Dies
Parker Stamp Works Inc The (for plastics) Hartford

Plasticrete Bloc
Plasticrete Corp Hamden

Plates—Switch
General Electric Company Bridgeport

Platers
Christie Plating Co Groton
Patent Button Co The Waterbury
Waterbury Plating Company Waterbury
Chromium Process Company The (Chromium Plating only) Derby

Platers' Equipment
Apothecaries Hall Company Waterbury
MacDermid Incorporated Waterbury

Platers Metal
Plume & Atwood Mfg Co The Thomaston

Plating
Christie Plating Co The (including lead plating) Groton
Conn Metal Finishing Co Hamden

Plating Processes and Supplies
United Chromium Incorporated Waterbury

Plumbers' Brass Goods
Bridgeport Brass Co Bridgeport
Keeney Mfg Co The (special bends) Newington
Scovill Manufacturing Company Waterbury 48

Plumbing Specialties
John M Russell Mfg Co Inc Naugatuck

Pole Line Hardware
Malleable Iron Fittings Co Branford

Polishing Wheels
Williamsville Buff Div The Bullard Clark Company Danielson

Poly Chokes
Poly Choke Company The (a shotgun choking device) Tariffville

Postage Meters
Pitney-Bowes Inc Stamford

Powdered Metal Products
Powmetco Inc East Port Chester
Waterbury Companies Inc Waterbury

Power Presses
Fenn Manufacturing Company The Hartford

Prefabricated Buildings
City Lumber Co of Bridgeport Inc The Bridgeport

Preservatives—Wood, Rope, Fabric
Darworth Incorporated ("Cuprinol") Simsbury

Press Buttons
Gaynor Electric Company Inc Bridgeport

Press Papers
Case Brothers Inc Manchester

Presses
Farrel-Birmingham Company Inc (Hydraulic) Ansonia
Henry & Wright Manufacturing Company The (automatic mechanical) Hartford
Standard Machinery Co The (plastic molding, embossing, and die cutting) Mystic

Presses—Power
Waterbury Farrel Foundry & Machine Co The Waterbury

Pressure Vessels
Norwalk Tank Co Inc The (unfired to ASME Code Par U 69-70) South Norwalk
Whitlock Manufacturing Co The Hartford

Printing
Case Lockwood & Brainard A Division of Connecticut Printers Inc Hartford
Finlay Brothers Hartford
Heminway Corporation The Waterbury
Hunter Press Hartford
New Haven Printing Company The New Haven
Taylor & Greenough Co The Hartford
T B Simonds Inc Hartford
A D Steinbach & Sons New Haven
The Walker-Rackliff Company New Haven

Printing Machinery
Banthin Engineering Co (automatic) Bridgeport
Thomas W Hall Company Stamford

Printing Rollers
Chambers-Storck Company Inc The (engraved) Norwich

Production Control Equipment
United Cinephone Corporation Torrington
Wassell Organization (Produc-Trol) Westport

Production Welding
Consolidated Industries West Cheshire

Propellers—Aircraft
Hamilton Standard Propellers Div United Aircraft Corp East Hartford

Pumps
Yale & Towne Manufacturing Company The (Tri-rotor) Stamford

Pumps—Small Industrial
Eastern Industries Inc New Haven

Pump Valves
Colt's Manufacturing Company Hartford

Punches
Hoggson & Pettis Mfg Co The (ticket & cloth) 141 Brewery St New Haven

Putty Softeners—Electrical
Fletcher Terry Co The Box 415 Forestville

Pyrometers
Bristol Co The (recording and controlling) Waterbury

Quartz Crystals
Crystal Research Laboratories Inc Hartford

Radiation-Finned Copper
Bush Manufacturing Co West Hartford
G & O Manufacturing Company The New Haven
Vulcan Radiator Co The (steel and copper) Hartford

Radiators—Engine Cooling
G & O Manufacturing Co New Haven

Radio and Television Components
General Electric Company Bridgeport

Radio Receivers
General Electric Company Bridgeport

Rayon Specialties
Hartford Rayon Corporation The Rocky Hill

Rayon Yarns
Hartford Rayon Corporation The Rocky Hill

Reamers
O K Tool Co Inc The (inserted tooth) 33 Hull St Shelton

Recorders
Bristol Co The (automatic controllers, temperature, pressure, flow, humidity) Waterbury

Reduction Gears
Farrel-Birmingham Company Inc Ansonia
Snow-Nabstedt Gear Corp The New Haven

Refractories
Howard Company New Haven

Regulators
Norwalk Valve Company (for gas and air) South Norwalk
Sorensen & Company Inc Stamford

Resistance Wire
C O Jeliff Mfg Co The (nickel, chromium, kanthal) Southport

Respirators
American Optical Company Safety Division Putnum

Retainers
Hartford Steel Ball Co The (bicycle & automotive) Hartford

Riveting Machines
Grant Mfg & Machine Co The Bridgeport
H P Townsend Manufacturing Co The Elmwood
L-R Mfg Div of The Ripley Co Torrington
Raybestos Div of Raybestos-Manhattan Inc The brake service equipment) Bridgeport

Rivets
Blake & Johnson Co The (brass, copper and non-ferrous) Waterville
Clark Brothers Bolt Co Milldale
Connecticut Manufacturing Company The Waterbury
Plume & Atwood Mfg Co The Waterbury
J H Sessions & Sons Bristol
Raybestos Div of Raybestos-Manhattan Inc The (brass and aluminum tubular and solid copper) Bridgeport
Raybestos Div of Raybestos-Manhattan Inc The (iron) Bridgeport

Roasters—Electric
General Electric Company Bridgeport

Rods
American Brass Company The (copper, brass, bronze) Waterbury
Bristol Brass Corp The (brass and bronze) Bristol
Scovill Manufacturing Company (brass and bronze) Waterbury 91

Roller Skates
Winchester Repeating Arms Company Division Olin Industries Inc New Haven

Rolling Mills and Equipment
Farrel-Birmingham Company Inc Ansonia
Waterbury Farrel Foundry & Machine Co The Waterbury

Rulls
Farrel-Birmingham Company Inc (Chilled and Alloy Iron, Steel) Ansonia

Rope Wire
American Steel & Wire Company New Haven

Rubber Chemicals
Naugatuck Chemical Division United States Rubber Co Naugatuck
Stamford Rubber Supply Co The ("Factice" Vulvanized Vegetable Oils) Stamford

Rubber—Cellular
Sponge Rubber Products Co Inc Shelton

Rubberized Fabrics
Duro-Gloss Rubber Co The New Haven

Rubber Footwear
Goodyear Rubber Co The Middletown
United States Rubber Company (Keds, Kedettes, Gaytees, U S Royal Footwear) Naugatuck

Rubber Gloves
Seamless Rubber Company The New Haven

Rubber Heels
Danbury Rubber Co Inc The Danbury

Rubber Latex Compounds and Dispersions
Naugatuck Chemical Division United States Rubber Co (coating, impregnating and adhesive compounds) Naugatuck

Rubber Mill Machinery
Farrel-Birmingham Company Inc Ansonia

Rubber Products, Mechanical
Auburn Manufacturing Company The (washers, gaskets, molded parts) Middletown

Rubber—Reclaimed
Naugatuck Chemical Division United States Rubber Co Naugatuck

Rubber Soles
Danbury Rubber Co Inc The Danbury

Rubber Tile
Danbury Rubber Co Inc The Danbury

Rubbish Burners
John P Smith Co The 423-33 Chapel St New Haven

Safety Clothing
American Optical Company Safety Division Putnam

Safety Fuses
Ensign-Bickford Co The (mining & detonating) Simsbury

Safety Gloves and Mittens
American Optical Company Safety Division Putnam

Safety Goggles
American Optical Company Safety Division Putnam

Sandblasting
Beij & Williams Co The Hartford

Sandwich Grills—Electric
General Electric Company Bridgeport

Saw Blades
Capewelll Mfg Co The (Hack Saw, Band Saw) Hartford

Saws, Band, Metal Cutting
Atlantic Saw Mfg Co New Haven

Scales—Industrial Dial
Kron Company The Bridgeport

Scissors
Acme Shear Company The Bridgeport

Screens
Hartford Wire Works Co The (Windows, Doors and Porches) Hartford

Screw Caps
Weimann Bros Mfg Co The (small for bottles) Derby

Screws
Atlantic Screw Works (wood) Hartford
Blake & Johnson Co The (machine and wood) Waterville
Bristol Company The (socket set and socket cap screws) Waterbury
Charles Parker Co The (wood) Meriden
Clark Brothers Bolt Co Milldale
Connecticut Mfg Co The (machine) Waterbury
Corbin Screw Div American Hardware Corp New Britain
Holo-Chrome Screw Corporation The (socket set and socket cap) West Hartford
Scovill Manufacturing Company Waterbury 91

Screw Machines
H P Townsend Mfg Company The Elmwood

Screw Machine Accessories
Barnaby Manufacturing and Tool Company Bridgeport

Screw Machine Products
Apex Tool Co Inc The Bridgeport
Blake & Johnson Co The Waterville
Bristol Screw Corporation Plainville
Centerless Grinding Co Inc The (Heat treated and ground type only)
19 Staples Street Bridgeport
Connecticut Manufacturing Company The Waterbury
Consolidated Industries West Cheshire
Corbin Screw Div American Hardware Corp New Britain
Eastern Machine Screw Corp The
Truman & Barclay Sts New Haven
Fairchild Screw Products Inc Winsted
Franklin Screw Machine Co The (up to 1½" capacity) Hartford
Greist Mfg Co The (Up to 1½" capacity) New Haven
Humason Mfg Co The Forestville
Lowe Mfg Co The Wethersfield
National Automatic Products Company The Berlin
Nelson's Screw Machine Products Plantsville
New Britain Machine Company The New Britain
Olson Brothers Company (up to ¾" capacity) Plainville
Peck Spring Co The Plainville
Plume & Atwood Mfg Co The Waterbury
Scovill Manufacturing Company Waterbury 91
Wallace Metal Products Co Inc New Haven
Waterbury Machine Tools & Products Co (B & S & Swiss type automatic) Waterbury
Waterville Mfg Co The Waterville
Watkins Manufacturing Co Inc Milford

Screw Machine Tools
American Cam Company Inc (Circular Form Tools) Hartford
Somma Tool Co (precision circular form tools) Waterbury

Screws—Socket
Allen Manufacturing Company The Hartford

Sealing Tape Machines
Better Packages Inc Shelton

Sewing Machines
Greist Mfg Co The (Sewing machine attachments) 503 Blake St New Haven
Merrow Machine Co The (Industrial) Hartford
Singer Manufacturing Company The (industrial) Bridgeport

Shaving Soaps
J B Williams Co The Glastonbury

Shears
Acme Shear Co The (household) Bridgeport

Shells
Wolcott Tool and Manufacturing Company Inc Waterbury

Sheet Metal Products
Airline Manufacturing Company The Warehouse Point
American Brass Co The (brass and copper) Waterbury
Merriam Mfg Co (security boxes, fitted tool boxes, tackle boxes, displays) Durham
Plume & Atwood Mfg Co The Waterbury
United Advertising Corp Manufacturing Division (Job and Production Runs) New Haven

Sheet Metal Stampings
American Brass Company The Waterbury
American Buckle Co The West Haven
DooVal Tool & Mfg Inc The Naugatuck
J H Sessions & Son Bristol
Patent Button Co The Waterbury
Plume & Atwood Mfg Co The Waterbury

Shipment Sealers
Better Packages Inc Shelton

Shoe and Corset Laces
Ansonia O & C Co Ansonia

Showcase Lighting Equipment
Wiremold Company The Hartford

Shower Stalls
Dextone Company New Haven

Signals
H C Cook Co The (for card files)
32 Beaver St Ansonia

Sizing and Finishing Compounds
American Cyanamid Company Waterbury

Slide Fasteners
G E Prentice Mfg Co The Kensington
North & Judd Manufacturing Co New Britain
Patent Button Co The Waterbury

Slings
American Steel & Wire Company New Haven

Smoke Stacks
Bigelow Company The (steel) New Haven

Soap
J B Williams Co The (industrial soaps, toilet soaps, shaving soaps) Glastonbury

Solder—Soft
Torrey S Crane Company Plantsville

Special Machinery
Farrel-Birmingham Company Inc Ansonia
Henry & Wright Manufacturing Company The Hartford
H P Townsend Mfg Company The Elmwood
Lundeberg Engineering Company Hartford
National Sherardizing & Machine Co (mandrels & stock shells for rubber industry) Hartford
Swan Tool & Machine Co The Hartford

Special Parts
Greist Mfg Co The (small machines, especially precision stampings) New Haven
J H Sessions & Son Bristol

Special Industrial Locking Devices
Corbin Cabinet Lock Div American Hardware Corp New Britain

Special Tools & Dies
Lundeberg Engineering Company Hartford

Spinnings
Gray Manufacturing Company The Hartford

Sponge Rubber
Sponge Rubber Products Co The Shelton
United States Rubber Company Naugatuck

Spring Coiling Machines
Torrington Manufacturing Co The Torrington

Spring Units
Owen Silent Spring Co Inc (mattresses and furniture) Bridgeport

Spring Washers
Wallace Barnes Co The Div Associated Spring Corp Bristol

Springs—Coil & Flat
Foursome Manufacturing Company Bristol
Han-Dee Spring and Manufacturing Co The (Coil and Flat) Hartford
Humason Mfg Co The Forestville
New England Spring Manufacturing Company Unionville
Peck Spring Co The Plainville
Wallace Barnes Co The Div Associated Spring Corp Bristol

Springs—Flat
Foursome Manufacturing Company Bristol
Wallace Barnes Co The Div Associated Spring Corp Bristol
New England Spring Manufacturing Company Unionville

Springs—Furniture
Owen Silent Spring Co Inc Bridgeport

Springs—Wire
Colonial Spring Corporation The Hartford
Connecticut Spring Corporation The (compression, extension, torsion) Hartford
D R Templeman Co (jewelry) Plainville
Foursome Manufacturing Company Bristol
J W Bernston Company (coil and torsion) Plainville
New England Spring Mfg Co Unionville
Wallace Barnes Co The Div Associated Spring Corp Bristol

Springs, Wire & Flat
Autoyre Company The Oakville

Stamped Metal Products
American Brass Company The Waterbury
Waterbury Companies Inc Waterbury

Stamps
Hoggson & Pettis Mfg Co The (steel)
141 Brewery St New Haven
Parker Stamp Works Inc The (steel) Hartford

Stampings
Donahue Mfg Co Inc Watertown
DooVal Tool & Mfg Inc The Naugatuck
Han-Dee Spring and Manufacturing Co The (small) Hartford
Plume & Atwood Mfg Co The (small) Waterbury

Stampings—Small
Foursome Manufacturing Company Bristol
Greist Manufacturing Co The New Haven
L C White Company The Waterbury
Master Engineering Company West Cheshire
Rogers Corporation (Fibre Cellulose Paper) Manchester
Wallace Barnes Co The Div Associated Spring Corp Bristol

IT'S MADE IN CONNECTICUT

Stationery Specialties
American Brass Company The Waterbury
Waterbury Companies Inc Waterbury

Steel
Stanley Works The (hot and cold rolled strip) New Britain

Steel Castings
Farrel-Birmingham Company Inc Ansonia
Hartford Electric Steel Co The (carbon and alloy steel) 540 Flatbush Ave Hartford
Malleable Iron Fittings Co Branford
Nutmeg Crucible Steel Co Branford

Steel—Cold Rolled Spring
Wallace Barnes Co The Div Associated Spring Corp Bristol

Steel—Cold Rolled Stainless
Wallingford Steel Company Wallingford

Steel—Cold Rolled Strip and Sheets
American Steel & Wire Company New Haven
Detroit Steel Corporation New Haven
Wallingford Steel Company Wallingford

Steel Goods
Merriam Mfg Co (sheets products to order) Durham

Steel Rolling Rules
Waterbury Lock & Specialty Co The Milford

Steel Strapping
Stanley Works The New Britain

Stereotypes
W T Barnum & Co Inc New Haven

Stop Clocks, Electric
H C Thompson Clock Co The Bristol

Straps, Leather
Auburn Manufacturing Company The (textile, industrial, skate, carriage) Middletown

Studio Couches
Waterbury Mattress Co Waterbury

Super Refractories
Mullite Refractories Co The Shelton

Surface Metal Raceways & Fittings
Wiremold Company The Hartford

Surgical Dressings
Acme Cotton Products Co Inc East Killingly
Seamless Rubber Company The New Haven

Surgical Rubber Goods
Seamless Rubber Company The New Haven

Switches—Electric
General Electric Company Bridgeport

Swaging Machinery
Hartford Special Machinery Co The Hartford

Switchboards
Plainville Electrical Products Company Plainville

Switchboards Wire and Cables
Rockbestos Products Corp (asbestos insulated) New Haven

Synchronous Motors
R W Cramer Company Inc The Centerbrook

Tanks
Bigelow Company The (steel) New Haven
Storts Welding Company (steel and alloy) Meriden

Tape
Russell Mfg Co The Middletown

Tap Extractors
Walton Company The West Hartford

Taps, Collapsing
Geometric Tool Co The New Haven

Tarred Lines
Brownell & Co Inc Moodus

Telemetering Instruments
Bristol Co The Waterbury

Television Receivers
General Electric Company Bridgeport

Testers—Non-Destructive
Sperry Products Inc Danbury

Textile Machinery
Merrow Machine Co The 2814 Laurel St Hartford

Textile Mill Supplies
Ernst Bischoff Company Inc Ivoryton

Textile Processors
American Dyeing Corporation (rayon, acetate) Rockville
Aspinook Corp The (cotton) Jewett City

Thermometers
Bristol Co The (recording and automatic control) Waterbury
Manning Maxwell & Moore Inc Bridgeport

Thermostats
Bridgeport Thermostat Company Inc (automatic) Bridgeport

Thin Gauge Metals
Plume & Atwood Mfg Co The Thomaston
Thinsheet Metals Co The (plain or tinned in rolls) Waterbury

Thread
American Thread Co The Willimantic
Belding Heminway Corticelli Putnam
Gardner Hall Jr Co The (cotton sewing) South Willington
Max Pollack & Co Inc Groton and Willimantic
Wm Johl Manufacturing Co Mystic

Thread Rolling Machinery
Hartford Special Machinery Co The Hartford

Threading Machines
Grant Mfg & Machine Co The (double and automatic) Bridgeport

Time Recorders
Stromberg Time Corp Thomaston

Timers, Interval
A W Haydon Co The Waterbury
H C Thompson Clock Co The Bristol
R W Cramer Company Inc The Centerbrook
Rhodes Inc M H Hartford

Timing Devices
A W Haydon Co The Waterbury
R W Cramer Company Inc The Centerbrook
Lux Clock Manufacturing Company Waterbury
Rhodes Inc M H Hartford
Seth Thomas Clocks Thomaston
United States Time Corporation The Waterbury

Timing Devices & Time Switches
A W Haydon Co The Waterbury
Lux Clock Manufacturing Company Waterbury
M H Rhodes Inc Hartford

Tinning
Thinsheet Metals Co The (non-ferrous metals in rolls) Waterbury
Wilcox Crittenden & Co Inc Middletown

Tools
Hoggson & Pettis Mfg Co The (rubber workers) 141 Brewery St New Haven
O K Tool Co Inc The (inserted tooth metal cutting) 33 Hull St Shelton

Tool Chests
Vanderman Manufacturing Co The Willimantic

Tools & Dies
Moore Special Tool Co Bridgeport
Swan Tool & Machine Co The Hartford

Tools, Dies & Fixtures
Fonda Gage Company (also jigs) Stamford
Greist Mfg Co The New Haven

Tools, Hand & Mechanical
Bridgeport Hardware Mfg Corp The (screw drivers, nail pullers, box tools, wrenches, auto tools, forgings & specialties) Bridgeport

Toys
A C Gilbert Company New Haven
Geo S Scott Mfg Co The Wallingford
Gong Bell Co The East Hampton
N N Hill Brass Co The East Hampton
Waterbury Companies Inc Waterbury

Toys and Novelties
Waterbury Companies Inc Waterbury

Tramways
American Steel & Wire Company New Haven

Trucks—Commercial
Metropolitan Body Company (International Harvester truck chassis and "Metro" bodies) Bridgeport

Trucks—Industrial
George P Clark Co Windsor Locks

Trucks—Lift
Excelsior Hardware Co The Stamford
George P Clark Co Windsor Locks

Trucks—Skid Platforms
Excelsior Hardware Co The (lift) Stamford

Tube Bending
Donahue Mfg Co Inc Watertown

Tube Clips
H C Cook Co The (for collapsible tubes) 32 Beaver St Ansonia
Weimann Bros Mfg Co The (for collapsible tubes) Derby

Tube Fittings
Scovill Mfg Co ("Uniflare") Waterbury

Tubing
American Brass Co The (brass and copper) Waterbury
Bridgeport Brass Company (brass and copper) Bridgeport
G & O Manufacturing Co (finned) New Haven
Scovill Manufacturing Company (Brass and Copper) Waterbury 91

Tubing—Heat Exchanger
American Brass Company The Waterbury
Scovill Manufacturing Company Waterbury 91

Typewriters
Royal Typewriter Co Inc Hartford
Underwood Corporation Hartford

Typewriters—Portable
Underwood Corporation Hartford

Typewriter Ribbons and Supplies
Underwood Corporation Hartford and Bridgeport

Underclearer Rolls
Sonoco Products Co (Climax-Lowell Div) Mystic

Uniform Buttons
Waterbury Companies Inc Waterbury

Union Pipe Fittings
Corley Co Inc The (300# AAR) Plainville

Upholstering Fabrics—Woolen & Worsted
Broad Brook Company (automobile, airplane, railroad) Broad Brook

Vacuum Bottles and Containers
American Thermos Bottle Co Norwich

Vacuum Cleaners
Electrolux Corporation Old Greenwich
Spencer Turbine Co The Hartford

Valves
Norwalk Valve Company (sensitive check valves) South Norwalk
W S Rockwell Company (Industrial) Fairfield

Valve Discs
Colt's Manufacturing Company Hartford

Valves—Automatic Air
Beaton & Cadwell Mfg Co New Britain

Valves—Automobile Tire
Bridgeport Brass Company Bridgeport

Valves—Radiator Air
Bridgeport Brass Company Bridgeport

Valves—Relief & Control
Beaton & Cadwell Mfg Co New Britain

Valves—Safety & Relief
Manning Maxwell & Moore Inc Bridgeport

Vanity Boxes
Bridgeport Metal Goods Mfg Co Bridgeport

Varnishes
Staminite Corp The New Haven

Velvets
American Velvet Co (owned and operated by A Wimpfheimer & Bro Inc) Stonington
Leiss Velvet Mfg Co Inc The Willimantic
Velvet Textile Corporation The (velveteen) West Haven

Venetian Blinds
Findell Manufacturing Company Manchester

Ventilating Systems
Colonial Blower Company Plainville

Vibrators—Pneumatic
New Haven Vibrator Company (industrial) New Haven

Vises
Charles Parker Co The Meriden
Fenn Manufacturing Company The (Quick-Action Vices) Hartford
Vanderman Manufacturing Co The (Combination Bench Pipe) Willimantic

Waffle Irons—Electric
General Electric Company Bridgeport

Washers
American Felt Co (felt) Glenville
Auburn Manufacturing Company The (all materials) Middletown
Blake & Johnson The (brass, copper & non-ferrous) Watervillle
Clark Brothers Bolt Co Milldale
J H Sessions & Son Bristol
Plume & Atwood Mfg Co The (brass & copper) Waterbury
Raybestos Div of Raybestos-Manhattan Inc The (clutch washers) Bridgeport
J H Rosenbeck Inc Torrington
Saling Manufacturing Company (made to order) Unionville
Sessions Foundry Co The (cast iron) Bristol

Washers—Felt
Chas W House & Sons Inc (Mills & Cutting Plant) Unionville

Washing Machines—Electric
General Electric Company Bridgeport

Watches
E Ingraham Co The Bristol
New Haven Clock and Watch Co The (pocket & wrist) New Haven
United States Time Corporation The Waterbury

Water Heaters
Whitlock Manufacturing Co The (instantaneous & storage) Hartford

Water Heaters—Electric
Bauer & Company Inc Hartford

Waterproof Dressings for Leather
Viscol Company The Stamford

Wedges
Saling Manufacturing Company (hammer & axe) Unionville

Welding
Farrel-Birmingham Company Inc Ansonia
G E Wheeler Company (Fabrication of Steel & Non-Ferrous Metals) New Haven
Industrial Welding Company (Equipment Manufacturers—Steel Fabricators) Hartford
Porupine Company The Bridgeport

Welding—Lead
Storts Welding Company (tanks and fabrication) Meriden

Welding Rods
American Brass Company The Waterbury
Bristol Brass Co The (brass & bronze) Bristol

Wheels—Industrial
George P Clark Co Windsor Locks

Wicks
Auburn Manufacturing Company The (felt, asbestos) Middletown
Raybestos Div of Raybestos-Manhattan Inc The (oil burner wicks) Bridgeport
Russell Mfg Co The Middletown

(Advt.)

It's Made in Connecticut

(Continued from page 43)

Window & Door Guards
Hartford Wire Works Co The — Hartford

Wire
American Brass Company The — Waterbury
American Steel & Wire Company — New Haven
Atlantic Wire Co The (steel) — Branford
Bartlett Hair Spring Wire Co The (hair spring) — North Haven
Bridgeport Brass Company (brass and silicon bronze) — Bridgeport
Bristol Brass Corp The (brass & bronze) — Bristol
Driscoll Wire Co The (steel) — Shelton
Hudson Wire Co Winsted Div (insulated & enameled magnet) — Winsted
Platt Bros & Co The (zinc wire) P O Box 1030 — Waterbury
Plume & Atwood Mfg Co The (brass, bronze, nickel, silver) — Thomaston
Scovill Manufacturing Company (Brass, Bronze and Nickel Silver) — Waterbury 91

Wire Arches & Trellises
Hartford Wire Works Co The — Hartford
John P Smith Co The 423-33 Chapel St — New Haven

Wire Baskets
Rolock Inc (Industrial—for acid, heat, degreasing) — Fairfield
Wiretex Mfg Co Inc (Industrial, for acid, heat treating and degreasing) — Bridgeport

Wire Cable
Bevin-Wilcox Line Co The (braided) — East Hampton

Wire Cloth
Hartford Wire Works Co The — Hartford
C O Jelliff Mfg Co The (all metal, all meshes) — Southport
Pequot Wire Cloth Co Inc — Norwalk
Rolock Incorporated — Fairfield
Smith Co The John P — New Haven

Wire Drawing Dies
Waterbury Wire Die Co The — Waterbury

Wire Dipping Baskets
Hartford Wire Works Co The — Hartford
John P Smith Co The 423-33 Chapel St — New Haven

Wire Formings
Autoyre Co The — Oakville
G E Prentice Mfg Co The — Kensington
Master Engineering Company — West Cheshire
North & Judd Manufacturing Co — New Britain
Verplex Company The — Essex

Wire Forms
Colonial Spring Corporation The — Hartford
Connecticut Spring Corporation The — Hartford
Foursome Manufacturing Company — Bristol
Humason Mfg Co The — Forestville
New England Spring Mfg Co — Unionville
Wallace Barnes Co The Div Associated Spring Corp — Bristol

Wire Goods
American Buckle Co The (overall trimmings) — West Haven
Patent Button Co The — Waterbury
Scovill Manufacturing Company (To Order) — Waterbury 91

Wire Partitions
Hartford Wire Works Co The — Hartford
John P Smith Co The 423-33 Chapel St — New Haven

Wire Products
Clairglow Mfg Company — Portland
Plume & Atwood Mfg Co The (to order) — Waterbury

Wire Reels
A H Nilson Mach Co The — Bridgeport

Wire Rings
American Buckle Co The (pan handles and tinners' trimmings) — West Haven

Wire Rope and Strand
American Steel & Wire Company — New Haven

Wire Shapes
Bridgeport Chain & Mfg Co — Bridgeport

Wire—Specialties
Andrew B Hendryx Co The — New Haven

Wires and Cable
General Electric Company (for central stations, industrial and mining applications) — Bridgeport
Rockbestos Products Corporation (asbestos insulated) — New Haven

Wires—Building
General Electric Company — Bridgeport

Wires—Telephone
General Electric Company — Bridgeport

Wood Handles
Salisbury Cutlery Handle Co The (for cutlery & small tools) — Salisbury

Wood Scrapers
Fletcher-Terry Co The — Forestville

Woodwork
C H Dresser & Sons Inc (Mfg all kinds of woodwork) — Hartford
Hartford Builders Finish Co — Hartford

Woven Awning Stripes
Falls Company The — Norwich

Woven Felts—Wool
Chas W House & Sons Inc (Mills & Cutting Plant) — Unionville

Yarns
Hartford Spinning Incorporated (Woolen, knitting and weaving yarns) — Unionville
Aldon Spinning Mills Corporation The (fine-woolen and specialty) — Talcottville
Ensign-Bickford Co The (jute carpet) — Simsbury

Zinc
Platt Bros & Co The (ribbon, strip and wire) P O Box 1030 — Waterbury

Zinc Castings
Newton-New Haven Co Inc — 688 Third Ave West Haven

Federal Legislation

(Continued from page 31)

It might even be questioned by future moralists whether such claims are morally binding upon our children; whether we have the right to decide how and to what extent they shall fulfill their obligations to take care of their aged.

All of these considerations lead to the conclusion that a government-financed old age pension trust *confined by law to investments in government securities* is quite different from a privately-funded pension plan where the fund is invested in securities producing earnings which will help pay for the cost of the plan. If the public system were permitted to invest in income-producing property, such as stocks and bonds in private corporations, the dissimilarity between the two systems would not be so great. However, no one has suggested that the huge Social Security funds should be invested in that way; to permit such investment would be to take the shortest road to state socialism.

Since, therefore, the Social Security fund must be invested in government obligations which do not produce any income other than that derived from current taxation, it would seem that any attempt to fund this system on an actuarially-sound basis can only result in hardship for both this and future generations and should be abandoned in favor of a pay-as-you-go plan, supported by a fund only large enough to take care of temporary deficiencies.

Business Pattern

(Continued from page 35)

favorably with other recent years but is substantially ahead of the corresponding period of last year when the averages were 900,000 and 600,000, respectively. On the basis of contracts awarded so far this year there is already sufficient construction work ahead to keep the building industry in this state going at a capacity level for many months to come.

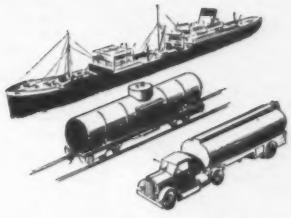
Advertising Index

For BUNKER "C" Savings

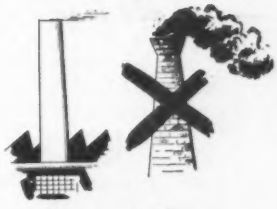
HARTFORD TERMINAL — Rail, Truck And Barge Delivery To Central And Northern Connecticut.

••• better see BALCO

BUNKER "C" IS ALWAYS AVAILABLE. Balco is always stocked and equipped to fill your regular or emergency requirements, by water, rail or land delivery. Costly production stoppages due to lack of fuel are things of the past.



BUNKER "C" IS CLEAN. No soot, grime or smoke with Bunker "C". There is no dust or grit to be blown from storage areas adding to wear and tear on machinery. Costly paint jobs stay fresh and bright longer.



BUNKER "C" LEAVES NO ASH. No need to invest in man hours and equipment for ash removal with Bunker "C" — it leaves no residue.

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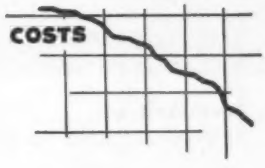

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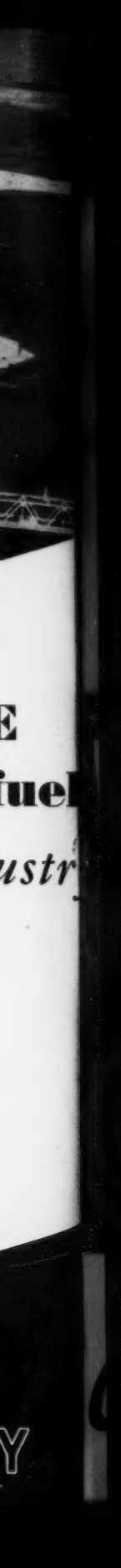
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